

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXV.

NEW YORK, Nov. 11, 1908.

No. 7

Old John Graham says:

"It's all right when you are calling on a girl or talking with friends after dinner to run a conversation like a Sunday-school excursion, with stops to pick flowers; but in the office your sentences should be the shortest distance possible between periods."

I believe that—heartily.

Bnt, be sure you make the period.

I don't believe in cable code advertising. If I were a book agent I'd rather tell my story completely to one man than to half-tell it to twenty.

Same way in advertising.

I believe in intensive culture. Select a good field and work it to the limit—and then go over it again.

Take this great Missouri Valley for example—Missouri, Kansas, Nebraska, Oklahoma, Texas, Iowa,—where in the wide world can you find a better field this year than this? Prosperous people in a land of plenty. I don't care *what* you sell, there's profitable trade here for you.

The *Missouri Valley Farmer* reaches 240,000 of the best farms in these states—farms that on the most conservative estimate produced \$240,000,000 wealth this year.

Line up in your mind's eye those 240,000 farmers and their families, and then decide how much trade they have for you,—if you go *after* it.

If you had a salesman in this territory and he would deliberately pass up that trade, you would burn up the wires getting his resignation.

How about your "passing it up"?

You can get it—your share of that rich trade—by cultivating an acquaintance with the people.

Come out and get acquainted—through the pages of the *Missouri Valley Farmer*.

Sit down with the family circle and tell them about your proposition—what you have and why they ought to have it.

They respond readily—at least so say more than 400 live advertisers who use *Missouri Valley Farmer* regularly.

I wish you would let me tell you more about this big monthly and its people—the largest circulation of any farm journal west of Ohio, and the richest territory in the world—people that are in the buying mood, and big with the where-withal.

Arthur Capper

Publisher.

Topeka, Kans., Nov. 5, '08.

P.S.—The *Capper Bulletin* is a little magazine for advertisers full of good stuff. It boosts the *Capper Publications* some, but that's good stuff too. Let me put your name on the list.

You can get full information about this great field of any of my branch offices: New York, 1306 Flatiron Bldg., J. F. Feeley, Mgr.; Chicago, 87 Washington St., J. E. Brown, Mgr.; Kansas City, 461 Century Bldg., S. N. Spotts, Mgr.; Omaha, 1012 N. Y. Life Bldg., W. T. Laing, Mgr.

MISSOURI VALLEY FARMER

It Covers Its Field Like a Blanket

It is the only English general farm paper printed and published in Wisconsin.

Out of 1241 postoffices in Wisconsin **THE WISCONSIN AGRICULTURIST** goes into all but 50 of them.

It is an actual fact that it has more circulation in some counties than the local county weeklies.

There are 169,795 farm owners in Wisconsin. **THE WISCONSIN AGRICULTURIST** goes to 56,000 of them.

It reaches one out of every three farm owners in the state.

When Quantity and Quality of Circulation is considered **THE WISCONSIN AGRICULTURIST** has the lowest advertising rate of any high grade farm paper.

It goes to more Progressive Farmers in Wisconsin than any other publication.

The Wisconsin Agriculturist

ARTHUR SIMONSON, PUBLISHER

Racine, Wisconsin

GEORGE W. HERBERT
Western Representative
First National Bank Building, Chicago

WALLACE C. RICHARDSON
Eastern Representative
Temple Court, New York City

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1895

VOL. LXV.

NEW YORK, Nov. 11, 1908.

No. 7.

REMINGTON METHODS FOR SELLING TYPEWRITERS.

COMPANY USES MAGAZINES AND NEWSPAPERS FOR GENERAL PUBLICITY ADVERTISING ONLY—DOES NOT EXPECT DIRECT SALES TO RESULT—BACKS UP ITS SALESMEN WITH ADVERTISING LITERATURE WHICH IS DISTRIBUTED UNDER A FIXED PLAN—DOES NOT CIRCULARIZE GENERAL LISTS—HOW INQUIRIES ARE HANDLED.

A man who spends the most of his time traveling visited Iceland this summer for the first time. As he walked along the principal street of Reykjavik his eye fell on the familiar metal sign of the Remington typewriter swinging to and fro in front of a business building. He had seen that same sign at Kimberley, in South Africa, at Nijni-Novgorod in Russia, at Simla, in India, and at Apia, Samoa, but to find it within the Arctic Circle surprised him.

Had this traveler visited the main office of the Remington Typewriter Co. in New York he would have learned that its machines can now be purchased in any part of the habitable globe.

Such universal distribution as this can only be accomplished by a great and effective organization—one that has been built up not in a month or a year, but only after long and patient effort on the part of the men who are behind it.

The first Remington machine was placed on sale in 1873. As it was an absolutely new commercial article its market had to be created.

The men who organized the company for its manufacture, like the pioneers in other lines, be-

lieved that their machine had great possibilities, and were willing to back that belief with their money. They realized that in order to make the typewriter a success it would be necessary to educate the public as to its many and varied uses. This could be accomplished in two ways; first, through salesmen, and second, through advertising.

The first method was put into operation at the start. The salesmen before being sent into the field were instructed in the working and uses of the machine. They were enthusiastic believers in its possibilities when they started out, but after they had canvassed for awhile they became considerably discouraged. They found the public apathetic. The general feeling was that the typewriter was an interesting and ingenious piece of mechanism but only a toy, and therefore of little practical worth. Moreover, much to the salesmen's surprise, the most of the business men approached had never heard of the machine although articles concerning it had appeared in many of the daily newspapers. Hence the salesmen were compelled to do an enormous amount of talking and demonstrating to arouse a serious interest in the new invention, and to effect a sale they were obliged figuratively "to talk their heads off."

In the earlier years of the company's history the amount of money spent in advertising was very small, not of choice, but of necessity. Moreover, its value as a trade builder was not fully appreciated. But after awhile they found that the overworked salesmen needed help to educate the public and overcome its inertia.

It was at this time that the com-

pany concluded that what was needed to make the typewriter "go" as it should was advertising. So a small appropriation was made and the work of educating the business men of the country as to the great value of the machine as a business aid and promoter was begun.

The remarkable success of the Remington typewriter, which is now known to every live business man in the country, is the result of good salesmanship—personal and printed. In working out the problems it had to solve the company found that when the salesmen were backed up by good advertising the largest volume of business resulted. Working alone the men out in the field found the getting orders a slow task, but when their efforts were supplemented by newspaper and magazine advertising and the assistance given by booklets, folders and form letters, the response became comparatively generous.

It is doubtful whether the founders of the Remington company had, originally, any conception of the vast number of ways in which the typewriter could be made useful in business, but as the years went by new uses were found for it until now it has become a valuable aid in almost every occupation or profession.

As these new uses were discovered it became necessary to prepare advertising matter adapted to each. The work had to be performed by skillful writers who were quick to seize upon appealing points of the proposition and present them in a convincing manner.

As the years passed the amount of advertising matter produced increased rapidly until within the past ten years the literature published by the company has aggregated nearly three thousand different pieces. Of course all of these are not kept constantly on hand. Many have served the purpose of the hour and have been dropped. The active list, however, comprises about 300 pieces which are designated by numbers for convenience in ordering.

The advertising manager of the company, Alan C. Reiley, who has

been in its employ ten years, and prepares all of the advertising matter in talking to me about the Remington publicity, said:

"Our organization comprises the general office here in New York, fifty main branches and one hundred subordinate branches in North America alone. It has in all 460 branches and salesrooms in as many different cities all over the globe. Each of the branches controls its own territory. There is no interference. If an inquiry is received at the New York office from a prospect in Illinois it is forwarded to Chicago, where it is taken care of by that branch.

"All of our advertising is auxiliary to our salesmen. You cannot sell typewriters through advertising alone. It takes a combination of advertising and personal salesmanship to effect sales. We employ general advertising in the newspapers and magazines to furnish the public with general information concerning the Remington typewriters, and booklets and folders to carry special messages to those whose interest we seek to arouse and to whom we hope to sell the machines.

"We are spending thousands of dollars each year in general publicity. This publicity does not result in direct sales, but it nevertheless serves a valuable purpose, namely, to keep the public informed about the Remington so that when our salesmen go about soliciting business they will find that people have been made acquainted with the strong points of the machine and are ready to listen to their proposition.

"We do not advertise the year round but at those seasons of the year that have been found to be most productive of business—spring and fall.

"This fall we have brought out our new model typewriter and are using liberal space to tell the public about it. We take pages, instead of quarter pages, as formerly, in about forty leading magazines. In our last newspaper campaign we used 250 dailies scattered all over the country.

"Now a few words about our advertising literature upon which

the salesmen largely depend for aid in getting business.

"When he gets hold of a prospect the salesman studies his needs thoroughly and then looks over the advertising matter that is adapted to his occupation. He notes the numbers of pieces he desires to have sent to the prospect and fixes the dates or order in which they are to be forwarded, and encloses the same to the nearest branch office.

"The salesman makes his calls at intervals suited to the receipt by the prospect of the different pieces of mailed advertising matter. With the accumulated influence of the advertising to back him up he is able to bring the sale to a head with reasonable celerity. The salesman files a report of each visit so that head of the branch office knows how the work is progressing day by day.

"As every inquiry is entered in the filing cabinet there is no chance of its being lost or neglected in any stage of our follow up system. The work is carried on stage by stage until a sale is effected or the manager is satisfied that the prospect is not worth pursuing any further.

"We do practically no circularizing to general lists. The lists we work are those furnished by the salesmen or made up from inquiries sent in. The ground we are to sow is, you see, carefully selected. We do not want to waste our seed on stony soil.

"The Remington sales department originated a method of advertising that has proved to be one of the most effective and popular of any now employed. This was the use of typewritten letters in soliciting business. The scheme was first tried out in the office of the company and worked so well that it was deemed advisable to get out a folder telling the story of the 'Still Hunt' plan, or the process of business building through the personal appeal. The idea behind the scheme is this.

"Every business man knows that when the last word is said it is the personal appeal that builds up trade. How to use it and make it reach enough customers to yield a

paying business is the problem of every business man's life. There is only one kind of personal appeal and that is the appeal which your prospective customer feels is directed individually to him. There are only two methods of making this appeal—to call on him personally, or to write to him personally. It is the typewriter with its enormous capacity as a time and labor saver which has rendered possible this newer, cheaper, better, and more powerful form of personal appeal known as the 'Still Hunt.'"

FRANK LEROY BLANCHARD.

"BOTH ARE ALIKE AND BOTH
ALIKE WE LIKE."—*King John.*

NEW YORK, Oct. 28, 1908.

Editor of PRINTERS' INK:

Can you tell me whether or not there exists in New York a club made up of advertising managers of manufacturing houses in the various lines? I know that the advertising managers of the magazines and of the daily papers have their own organizations, but I am unable to learn of the existence of a club made up exclusively of men who prepare advertising for houses like the one at which I am employed. I know that the advertising men of similar houses have no organization of this kind, but it seems to me there must be something in New York which would take in men in this branch of business.

Thanking you for any information you may give me, I am,

Yours truly,
ADVERTISING MANAGER.

There is no club which limits its membership to advertising managers of manufacturing houses. The Sphinx Club started out with some such idea in mind but it speedily broadened out to include not only the buyers of advertising space but also the sellers. It seems to be the unanimous opinion of the dispensers of advertising that a club that barred the men on the other side of the fence would be a pretty insipid and zestless affair. What is it that makes an advertising manager's lot a happy one if it is not the daily contact with the keen-witted solicitor? Half the advertising managers in the country would throw up their jobs to-morrow if a law should be passed prohibiting the soliciting of advertising in person.

ENGLISH ADVERTISING AGENCIES.

FORMERLY THEY SIMPLY ACTED AS CLEARING HOUSES—NOW THE BEST FURNISH COMPLETE SERVICE TO THE ADVERTISER, INCLUDING PREPARATION OF COPY, MAKING CONTRACTS WITH PERIODICALS, AND CHECKING THE ANNOUNCEMENTS—THE OPEN CONTRACT SYSTEM—TERMS OF HANDLING BUSINESS.

In the good old days, when PRINTERS' INK was just founded, and the business of advertising was relatively new and little developed, there was no problem about the running of an agency—in England anyway. You did not have to know much of anything about advertising. You could pick up the necessary acquaintance with the subject as you went along. The advertiser himself supplied the knowledge, the advertisement-writing, and the scheme, and he let the agent keep all or nearly all the commission. Weak papers would pay agents a high commission to put them on a list, and if the client made him give back an all-round five per cent or so, the agent squeezed an extra five per cent out of the papers wherever he could. Some papers did not give any commission at all; *The Times* of London didn't. Rates varied widely, and this is where the good old solid agencies had the better of the new man. They knew the rates, and the new man did not know them.

Sometimes he got a client away from someone by the simple process of offering to do the business five per cent cheaper or ten per cent cheaper all round, got the old invoices, and went to work at the papers on this basis. There have been new men who actually set themselves up in business in that way: they learned rates from their clients!

Meantime the dozen or so of old-established agencies, which were all that existed, went on their way quite satisfied, very seldom losing a client, and doing, as a whole, very good work, as things went then. Some of these, but not many, were later crowded out of

existence. Others reformed their plans by degrees as time went on. Most of them are still flourishing, and some are among the best equipped and up-to-date concerns even now, and still keep their old clients, but give these clients modern service. Others, again, keep some of their old clients, and do pretty much the same sort of business as they always did. They do not get any new business, but keep most of the commission on the old that remains, and will not say a word for publication as to their terms.

The open contract system was not adopted in London until some twelve or fifteen years ago, so far as I am aware. The introduction of it long preceded the modern system, which brings agencies and advertisers so close together, identifying their interests, and transferring the work of copywriting, scheming, and illustration to the agencies. The first open contracts were made at very low percentages, and it is still perfectly easy for an advertiser who does not want anything done for him except to have his stuff placed and checked, to get this done at rates all the way down to 2 per cent.

In the old days competition was not acute. People did not often go out after each other's clients, because there was little use in doing so. The English foible of intense reticence operated against changes of agency. Advertisers were afraid that if they changed their agency they would be telling their secrets to a new man, though, as a matter of fact, neither the new man nor the old knew anything like as much as the best modern agencies, and the best old ones that have reformed their system, get to know. In my opinion advertisers generally could afford to tell their agents a good deal more than they commonly do, even now.

The habit of secrecy is a bad feature of English business. It makes all sorts of trouble and, for the most part, has no use. An agent cannot, as a general rule, get a regular report of sales from his client. He has to be content with generalities; whereas, if he

“That the people of
Philadelphia

and its vicinity appreciate the endeavors of ‘The Bulletin’ to give them all the news of the day fairly, as exactly and as impartially as it can be laid before them, is attested not only by the fact that the name of

‘The Bulletin’

has become as a household word among them, but that its circulation now reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania.”

NET PAID AVERAGE FOR OCTOBER

229,589 Copies a day

“The Bulletin” circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher.

knew everything, he could often do better work. Some get closer to their clients than others: but none get any too close. It is altogether an absurd notion to think that it hurts one's business to let some one know how much business one is doing. Even if an agent were liable to betray the confidence it wouldn't be ruinous, and even if actual competitors got to know not much harm would be done. If I am, say, a tobacco merchant, it would not enable me to sell an ounce of tobacco more, if I know how much the other fellow sells, nor shall I sell an ounce less if he knows how much I sell. But in any case no advertising agent would be such a fool as to let information leak out, and he could not afford to betray a confidence.

To-day, an up-to-date advertising agent does a lot of work which the advertiser formerly kept a manager and a staff to do for him, and the advertiser is saved practically the whole expense. The advertiser gets his space at the same cost as he did when he prepared his own copy, thought out his own schemes, and everything else. This means that competition among agencies has taken the form of doing better work and more work, rather than that of doing work cheaper. There are agents who will perform a certain amount of work besides space-bookings, and still compete on price. But from some recent inquiries that I have been making, it does not seem to be the case that a great deal of competition exists on a price basis, where the service is about the same. Most of the open contract agents quote the same terms, namely, ten per cent on the net cost of the space: and the close contract agencies will not quote anything at all—to me, at all events. One open-contract agent charges twelve and a half per cent, not on the net but on the gross rates, and will not give competitive estimates. Plainly *he* does not compete on price.

There is a ground on which open-contract agents claim to compete with each other, viz., this—one will say that he can get better

rates from newspapers than others. This is the fault of the market. Newspapers cut their rates merrily—that is, the bulk of them, numerically considered, do so. The big London dailies and a few out-of-London dailies don't, but there is hardly any bottom to the majority of prices in weeklies, and there are still some daily papers in London with which you can make a bargain.

The competition of agents on the basis of better service is a highly honorable competition, and advertising agencies do splendid work for their clients. The progress of modern advertising is almost entirely due to their zeal and liberality. Some of the finest commercial talent in the world, and the most highly paid, is occupied in the invention and writing of advertisements. The money for this is, nearly all of it, found, not by advertisers, but by advertisement agents. It is one of the hardest things in the world to extract a reasonable fee for good advertisement writing from advertisers. But advertising agents are prompt and liberal buyers of anything which shows ability. At least that is my experience with the small and humble modicum of ability which I have on sale.

The question of the "recognition" of agencies by newspapers in England, as in America, is rather a puerile one. Newspapers in the bulk "recognize" anyone who sends them business, and they are often rather criminally reckless in granting credit. There is a society of advertising agents which occasionally sends a message round to the newspapers that such and such a man, claiming to be an advertising agent, ought not to be recognized. The object of this is to head off the "toy" agent—an advertiser's own clerk, put into an office to place contracts and get the commission for his employer. But when you can easily get business handled for two or three per cent, so long as you do not want any other service, there is not much in the "toy" agent game, and agents do not stand together solidly enough for self-protection.

Not very long ago a quite im-

October Circulation

IN CHICAGO

The average net sold circulation of The Sunday Record-Herald for the month of October, 1908,

Exceeded 200,000 Copies

EACH ISSUE

while the average daily net sold circulation exceeded 141,000 copies each issue. You can always get up-to-date facts about circulation from

**THE CHICAGO
RECORD-HERALD**

portant daily paper, which had previously received the business of a certain advertiser through an agent, accepted the business direct, and allowed the advertiser the same commission it had paid the agent. When a newspaper, however strong, takes this course it is evident that there does not exist sufficient solidarity among advertising agents to take care of their common interest.

In order to give a little more definiteness to what has been said above, as to the terms on which agencies do business here, I called, as London correspondent of *PRINTERS' INK*, on a number of leading advertising agents. One or two declined to state their terms. The statements of the others, which follow, may not be without professional interest for readers of *PRINTERS' INK*.

Messrs. S. H. Benson, Ltd., 1 Tudor St., London, E.C., describe themselves specifically as *advertisers' agents*. Mr. Benson said, "We retain the whole of the commission up to $12\frac{1}{2}$ per cent. If the average commission does not amount to $12\frac{1}{2}$ per cent, the shortage is debited to the client: if it exceeds $12\frac{1}{2}$ per cent, the surplus is credited to him. These are our terms for all press work up to £10,000 (after that 10 per cent); and we do not compete for business on any other basis, because the sort of service which we are giving cannot be performed for less. We take advertising seriously, and will only conduct it after consulting with the advertiser as to the problems which he has to meet. We regard any advertising campaign as an undertaking to be pursued along definite lines towards a definite purpose. Each single advertisement must form an element in a settled policy, and any advertisement, however striking, which does not contribute directly to the preconceived end, would be ruthlessly rejected. To furnish such advertising as this we must view the business from the advertiser's own standpoint, and that is why we call ourselves specifically, not merely agents for advertising, but *Advertisers' Agents*. We have impor-

tant departments devoted to bill-posting, booklet production and novelties, and each has its own printed terms."

Paul Derrick, 34 Norfolk St., London, W.C., said: "Our plan is to get from the advertiser the completest story we can of his selling problems and selling advantages, produce the best advertising we can to conform to conditions as we find them, and in the territory which is most responsive, secure the greatest publicity we can for the money expended. The more an advertiser will tell his agent, the better work the agent can do for him—if the agent is any good. We charge ten per cent on the net cost of the space, calculated after we have made the lowest price we can and secured all the commissions allowed. We don't tie up a client to any fixed appropriation, but we do insist upon doing the whole of his advertising. The more he does, the better it will pay us, but the only time he will do more is when he is getting more out of it: To enable him to get more we try to 'do it better' for him."

Messrs. John Haddon & Co., Salisbury Square, London, E.C., took a somewhat different position from the majority of agents. They said: "There is no logical excuse for having hard-and-fast terms, the same for everyone. One advertiser may need a great deal of service for a very small appropriation: another will spend a large sum of money for inserting the same advertisement in newspapers all over the country. To charge both of these a flat percentage on cost, if fair to the advertiser in the one case, would be unfair to ourselves in the other, and *vice-versa*. We therefore charge such a percentage to each individual advertiser as is reasonable for the service we contract to give, and having done so, we spare no expense or trouble to make the service given as good as either we or anyone else can make it."

Messrs. C. Mitchell & Co., 1 and 2 Snow Hill, London, E.C., one of the oldest agencies, said: "We charge ten per cent on the net cost of the newspaper space as it

is billed to us, after deducting all commissions. For this we give the advertiser the best copy and illustrations we know how to buy, and we do not hesitate about the cost. The advertiser has only to pay for the space. We give him, moreover, the experience of a house that has seen the art of advertising born, in a modern sense, and has contributed for seventy years to the growth of this art. As we have been sending big business to newspapers all those years, we assuredly know how to buy space, and if the advertiser got nothing else from us but the space, he would still save money. But he gets service as well."

H. Powell Rees, Maxwell House, Arundel St., London, W.C.: "We charge ten per cent on the net cost of the space to us, after deducting all the commissions. We take care that the advertiser shall know that he *does* get the benefit of all these commissions when he uses this agency. Our books are so kept that they are at the disposal of any client at all times, and the closer he looks into them, the better we like it. He can see his own account, his accounts with every newspaper, the newspaper's own receipts for the money, and all our correspondence with the newspapers. We pay for each client's advertising by separate cheques, which can be seen, with the bankers' marks upon them. We plan, prepare, design, execute and check our client's advertising and pay the expense of doing so out of our ten per cent. You can't call that dear."

Philip Smith, of Smith's Advertising Agency, 100 Fleet St., London, E.C., said: "Our terms are ten per cent on the net cost to us of the space, after deducting the commission, whatever it may be. In most cases the advertiser decides on the amount to be spent and leaves the disposal of the money entirely to us. We give him the kind of advertising, the kind of copy, the kind of illustrations that we think most suitable, and he pays for nothing but the space. We claim exceptional experience in making advertising pay because we can estimate the



In competition for volume of business nowadays, big circulation looms large to the advertiser who forgets that quantity alone is of little value unless other factors are present also. Persuade the readers of

SCRIBNER'S MAGAZINE

to purchase your product and it means:

1. That you are advertising along the lines of least resistance by selling to those who appreciate points of superiority;
2. That the better class of retailers are receiving the demand for your product;
3. That you are spending less money per person in stimulating a demand than you would spend in buying a large but unsuitable circulation.

Scribner's circulation is a recognized market for the best products in all lines. Its readers are ready to buy if you will give them the opportunity.

●
\$250 per page

relative value of copy as well as of space, from the effect of past work: we never miss an opportunity of checking up in every detail the results obtained from the advertising we place."

Messrs. W. H. Smith & Son, 95 Fetter Lane, London, E.C., said: "We hand to our clients the whole of the commission received from the newspapers, and for our services we make a varying charge fixed beforehand by mutual agreement between our clients and ourselves. This seems to us the only equitable arrangement, and we have come to this determination not without serious consideration. In our service, for which the fixed charge is made, are included the planning, writing, designing and illustrating of the advertisements placed at cost. For all this work we have an exceptional equipment, under our own roof, and we consider our method of charging the only practical and defensible one."

THOMAS RUSSELL.

MANUFACTURERS SHOULD CONTROL THEIR OUTPUT.

Manufacturers for years centered their entire attention on production because they did not consider it necessary to bother their heads about anything else. The problems of distribution did not worry them. All they had to do was to make the goods and ship them to the sales agents in the metropolitan cities who distributed them through their own salesmen.

The manager of a very large business once said: "We have the tightest kind of a sure thing. We just make the stuff, a selling house sells it and we go on paying our 12 per cent. dividends."

Instead of having a tight proposition this exclusive selling arrangement made the manufacturer only an incident in the business. Soon the selling house, now grown to rich estate, resolved to invest its profits where they would earn the 12 per cent. the manufacturer paid in dividends. The selling house became the manufacturer and the old manufacturer was forced into the sell-

ing game without preparation, experience or acquaintance with the trade which had used the product.

It was difficult for him to realize the necessity of making an advertising appropriation to give his product the prestige which for years he should have devoted to building up. He was convinced in previous years that advertising could accomplish this, but was afraid to venture into a field with which he was unacquainted.

Successful manufacture involves a continual study of economies and it is a far step to the liberal lines of selling. Mr. Manufacturer didn't believe in the large salaries, which the selling agent had not hesitated to pay.

Shrewd manufacturers are now anticipating the coming of just such situations and gradually loosen their exclusive sales agreements until their advertised products make them independent of caprice or greed, or of grinding down exclusive sales agents and jobbers.

New England is full of concerns whose directors feel that their business is secure when it is anything but secure. The business that is best advertised is the most secure in its position. The New England manufacturer, however, whose gross living expenses are carefully kept within \$3,000 a year cannot possibly see why he should pay a salary of more than \$2,000, yet he will make a selling agreement by which a man he could hire at \$10,000 may realize twenty or thirty or even a hundred thousand a year and not twice consider the cost. One of these days he will wake up, but not until his eyes have been opened by the successes of others who have followed a different course.

F. E. DAYTON.

Frederick M. Randall, who has been with the *Chicago Tribune* for the past two years, has resigned to join the advertising staff of Lord & Thomas.

Alfred B. Lukens, New York, has recently been appointed Eastern representative for the Iowa City (Iowa) *Republican*.


U.S. INDUSTRIAL ALCOHOL CO.

MANUFACTURERS OF

DENATURED ALCOHOL

100 WILLIAM STREET

PYRO*Smokeless
Powerless*TRADE MARK REGISTERED
U. S. PATENT OFFICE*New York*

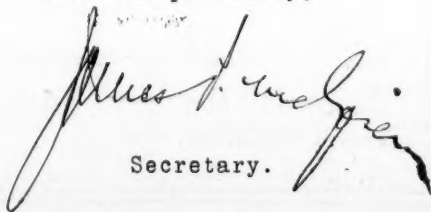
Oct. 15, 1908.

Harper's Weekly,
325 Pearl St., City.

Gentlemen:--

Referring to your "Denatured Alcohol Number" of October 3rd last, we beg to say that said number seems to have aroused tremendous interest as well in the United States as in other lands in the subject treated. We have, since the date approximately of the publication of said number, received an average of 100 inquiries per day and many bona fide orders for the lamp outfit referred to in the advertisement of this company contained in said number. Furthermore, we have received hundreds of requests for copy or copies of said number from people and firms in every section of the United States who apparently were not able to obtain such copy or copies in their vicinity. The most gratifying result, however, from the publication of the said number is the fact that engineers and scientific men connected with many of the large universities and colleges of the nation have indicated in one way or another their firm belief in the future of denatured alcohol as a fuel for heat, light and power, and are, as a direct consequence, we firmly believe, of your foresight and enterprise, prosecuting valuable researches in that field.

Yours Respectfully,



Secretary.

PICTORIAL REVIEW



January, 1909

Exceptional increase in circulation indicates that a publication has struck a proper keynote in its appeal.

Exceptional increase in the volume of advertising carried indicates that a magazine gives full value—a little more than the other fellow.

The increase in the number of paid-in-advance subscriptions received in the last twelve months as compared with the twelve months previous was 108,454.

The December 1908 issue shows an increase of 42 per cent. in net cash income from advertising as compared with December 1907. November 1908 shows 70 per cent. increase over November 1907. October 1908 shows 60 per cent. increase over October 1907.

A live and growing publication is invariably the best advertising proposition.

Pictorial Review Advertising Bureau

Flatiron Building, New York

Hartford Building, Chicago

Pictorial Review Fashion Quarterly



January, 1909

The Quarterly fashion book has proved its field and justified its advertising claims.

It acts as the buying guide for women who have the means to follow up their interests with actual purchases.

If you are selling something to the woman buyer—the buyer for the home; if you are selling something pertaining to dress, the Quarterly represents class circulation at publicity rates.

Spring Quarterly published February 15th. Forms close January 25th.

Pictorial Review Advertising Bureau

Flatiron Building, New York

Hartford Building, Chicago

EVILS OF PRESS AGENTISM.

HOW THE NEW YORK PUBLIC IS DUPED BY THE WILY PENCIL-PUSHERS EMPLOYED BY REAL ESTATE SPECULATORS—AGENTS WHO DON'T ADVERTISE BECAUSE "THEY DON'T HAVE TO"—TWO NATURAL REMEDIES SUGGESTED

(Concluded from last week.)

But bad as conditions are in the automobile and other fields, they are infinitely worse, at least in New York City, in the real estate field. Here it is that the work of the press agent becomes absolutely vicious. In other fields the chief loss has fallen upon the shoulders of the newspaper publishers (although the publishers themselves didn't always know it), but here not only the publishers lose but the public is duped, deceived, cheated and bamboozled every day of the year, and the New York papers not only know it but in some cases with all the strength and prestige of their editorial and news columns they actually support the swindlers. Any day you are on the Continent you can find New York real estate fakirs trying to break the bank at Monte Carlo with money they squeezed out of the New York public by means of the co-operation of New York papers.

Not long ago some real estate company that was booming Lonesomehurst-on-the-Sound or Mosquito-by-the-Sea or some other forsaken region off on Long Island ran an excursion out to its property. And you'd never guess who engineered the excursion, who directed the people to the trains, took tickets on the trains, led the way to the property and talked up the property when the people were herded together these? Why, the entire editorial and reportorial staffs of one of the New York papers! The only thing needed to complete the pretty picture was to see the editor-in-chief of the paper playing the flute in the brass band. In this case, the realty concern was to do a whole lot of advertising, and as this paper had not in the

ordinary course of events the ghost of a chance to get much of the appropriation, its business management hit upon this scheme of making itself solid with the men who were going to spend the money.

Last spring there was a great hullabaloo made out in Jamaica over the advent of the subway. Governor Hughes was brought down from Albany to review the school children and local fire department, and for three days there was a big noise and a lot of talk over the great thing which had happened to Jamaica. Land values began to soar, lots upon lots were sold and everybody was happy. And all over the coming to Jamaica of the Subway. The funny part of the celebration was that although everybody was talking about the subway, nobody seemed to know just where it was. The real estate editor of one of the New York papers told me that he was in Jamaica several times around the celebration and since then, but that even he has not been able to discover the subway yet. True, the Long Island railroad runs through Jamaica and part of its system runs at some points under ground, but what a stretch of the imagination it must have taken to say that this was a subway for Jamaica! However, the Jamaica press agents thought it was, and they got up the three-days racket to celebrate what they thought, and the newspapers, covering the celebration in great style, soon taught the public to think so too, and that was all that was wanted.

Some real estate press agents have become so adroit that the concerns they represent never think for a minute of advertising in the regular way. "What's the use," they argue very logically, "when we can get all the publicity we want for nothing?" New Jersey realty companies, for instance, seldom spend any money in newspaper advertising. They simply hitch themselves to the publicity the McAdoo tunnels get whenever the opportunity offers and steal a ride into the public eye. Then, too, press agents in New

Jersey have the automobile inspection tour scheme down to a fine point. Under the auspices of the New York and New Jersey Board of Brokers (a pretty name for a group of New Jersey real estate operators), automobile tours, headed by some prominent State official who believes he is doing something for the public, are constantly being sent through the State to discover new natural beauties and so forth. Of course, the only things really "discovered" are the different properties of the Board. Their tours and the newspaper stories which emanate from them eliminate entirely the need for regular advertising.

PRINTERS' INK is not in the muck-raking business, and it is therefore unnecessary to cite any specific examples indicating just how the public is duped and cheated by the work of the real estate press agents. One instance comes to mind, however, which may be useful in showing how free publicity may operate in hoisting up to a fictitious standard the values of undeveloped lands. Some real estate promoters got hold of a few acres of wild land out on Long Island. They cut through a few streets, built an office on the premises for the local agent, thought up a pretty name for the tract and then put a live press agent on the job. The land was marked at \$550 a lot, and the sale, stimulated by the press agent's work, opened up very promisingly. It happened about this time that some party wanted to buy an acre or so of land in the immediate vicinity of this tract, and to get some idea of its real value sent out several of the city's expert land appraisers, together with the real estate editor of a New York paper. The land, which was in every way similar to the land which was being sold by the realty concern at \$550 a lot, was appraised by the city's experts at \$450 to \$500 an acre, or less than one-sixteenth of what the realty people were charging for their property.

There are several reasons why the real estate press agent has succeeded in engrafting himself

An Open Letter About



SMITH & BUDD

NEW YORK—CHICAGO—ST. LOUIS

NEW YORK, Nov. 6, 1908.

Gentlemen:

During the summer, the publishers of GRIT, "America's Greatest Family Weekly," went to much expense to procure exact data concerning its readers, their occupations, modes of life, etc.; but paid particular attention to the advertised lines of goods they habitually bought and used.

A number of representative towns were selected, and the records made are for the inspection and study of any interested advertiser. Additional information along the same line will be secured on request from any other town of the 12,000 to which GRIT goes.

Knoxville, Penna., is before us as we write. It has a population of about nine hundred. Not quite two hundred homes. GRIT goes into sixty of them. Forty-four complete reports were secured. This list comprises two painters, harness maker, shoemaker, laundryman, five farmers, the editor and publisher, barber, minister, veterinarian, blacksmith, carpenter, hotel man, four storekeepers, miller, station agent, laborer, three clerks, baker, lumberman, postmaster, printer, hay trader, and six women and five men who name no occupation or profession.

Much very interesting data may be gleaned from the reports. We pick a few items at random. They show fifteen homes with pianos, three with organs, and a number with less expensive musical instruments. Thirty-three of them buy Uneda Biscuits. There are four 1900 Washers and five other makes in the list. There are eleven Detroit Jewel ranges, thirteen American Beauties, five Sterlings and twenty-six other makes of cooking stoves reported. Fels Naphtha is used in thirty families; Star soap in thirty-seven and Ivory soap in twenty-eight.

Among the forty-four families, there are only two users of Macbeth lamp chimneys, thirty reporting some other make. Forty-one report as users of Baker's Chocolate, seven Huyler's, four other brands and six Runkel's Cocos. (Some use more than one.) Thirty-six of the forty-four use Royal Baking Powder, nineteen use Smider's beans; thirteen Van Camp's; fifteen buy Campbell's canned soups.

There are thirty-nine ice cream freezers among the forty-four families; eighteen White Mountains, fourteen Litchinings and seven other makes. Nearly every family has a Bissell carpet sweeper.

X Ray stove polish leads with seventeen devotees against seven for KisingSun and seven for other brands. Ten families buy Postum, but only one reports buying an advertised brand of coffee. Although the entire forty-four buy an unnamed article. Rough on Nails, Diamond Dyes and Mennen's Toilet Powder go into more than fifty per cent of the homes.

These reports cover wearing apparel, meats, tools, paints, firearms, baby foods, medicines and many other things in addition to those commented on and conclusively show, not only the buying ability, but the buying habit of the readers of GRIT.

Do they look like the kind of people you want to talk to? Can profitably talk to? Why not invite us to lay the original reports and other facts and figures before you.

GRIT goes into 12,000 small towns and villages, and circulates over 200,000 copies each week. Its advertising rate is ridiculously low in comparison to the service it renders.

Yours respectfully,

SMITH & BUDD,
Advertising Representatives.

P. S.—This is an advertisement. PRINTERS' INK wants us to make that plain.

so firmly in the New York field. In the first place, real estate operators are often liberal advertisers, especially when they are about to pull off some great booming scheme, and the press agents generally have entire charge of all the advertising. This is the big stick which they hold over the business offices of the newspapers. Then they have the real estate editors and reporters more or less under their thumbs in the matter of news. New York, together with all its outlying suburban districts, is a mighty big place, and real estate editors cannot hope to be able to come anywhere near covering it from day to day. They are dependent to a very great extent upon the news which the press agents give them. Now, if a real estate editor throws a palpably manufactured press agent story into the waste basket, that press agent will immediately get back at him by withholding some important bit of news or by misleading him in the matter of a big scoop, and when the real estate editor falls down in a matter of important news he is pretty sure to hear some strong turkey talk from headquarters.

There are two natural remedies for this state of affairs. Newspaper statisticians say that it costs something like eight cents a line to publish a newspaper in New York. Naturally, then, when a paper takes a 200-line contract at say sixteen cents a line from a realty concern contingent upon a 500-line reading notice, it is not going to make very much money. A few publications are beginning to realize this, and when they develop to the point where they fully appreciate what it means, real estate advertising under such conditions will take a sudden drop in popularity with them.

Another thing which is going to work toward the elimination of the real estate press agent is the impending shifting of the buying interest in New York real estate from suburban districts to more centrally located properties. Within this restricted central field every real estate editor is thoroughly at home. He can cover

the ground daily, knows the probable value of practically every piece of property and can not only therefore detect immediately any discrepancy in a press agent's story but can even dispense altogether with the use of his "flim-sies."

These two natural causes, backed up by a growing sentiment on all sides against the evils of press agentism, is going to make it exceedingly difficult for the real estate free publicity grafter to get enough space in the New York papers to earn his hire. Then, naturally, he will disappear, and once he does go it is safe to say that he will never get back again. Whether the press agents in other fields of business will go with him depends altogether upon the newspaper publishers themselves. They hold the whip handle and if they can screw up their courage to the sticking point they can wipe out this parasitical disgrace entirely.

ALPHONSUS P. HAIRE.

"FUNNY" ADVERTISING.

The advertisers who make their appeal to the public through the medium of Mother Goose rhymes and nursery pictures are still very numerous, and as quickly as one either sees the light or depletes his bank balance, another seems to bob up and take his place.

These gentlemen apparently never tire of carrying on their philanthropic campaigns for the amusement of the benighted people. The poor people, of course, could not comprehend good, plain, sensible, convincing advertisements.

No, certainly not! They must be coaxed into buying a product by the persuasive quality of generous quantities of pap in the form of inane verse.

Because some successful advertiser, who has established a wide market for his commodity by the employment of attractive, result-producing copy, chooses to, later, carry on a general publicity campaign, in which he uses advertisements calculated to amuse, it does

not follow that a man with a new product, or one not widely known, should follow suit and fill his ads with puerile verse and silly gush. It's a mighty poor proposition that hasn't enough good points about it which, if brought out, wouldn't make convincing selling arguments.

Of course—there would be no "long-haired genius" about this common-sense method of advertising. But by giving people sensible, convincing reasons why they should buy an article it would produce results, a thing which "cute" rhymes accompanied with grotesque drawings will not do.

A clown prancing through the street with a sign on his back personifies some advertisers' idea of good advertising. They cannot distinguish between *good* advertising and freak advertising.

Experience teaches that the very best advertisements printed are those which present in a clear, forcible, convincing manner the salient points about a product; the points which have actual selling value and create in the reader a desire to purchase. Such text as this, combined with good type selection and artistic illustration, will produce the sort of advertising which can be depended upon to yield results and give prestige to the concern which uses it.

WM. B. NESBITT.

MILES' ANTE-ELECTION CURIOSITY.

In the window of Johnny Miles' wholesale millinery store on Broadway was posted last week a placard bearing this inscription:

"We've the greatest curiosity in the millinery trade in Broadway. A salesman of the name of Jim Dempsey is going to vote for William Jennings Bryan. Come in and shake hands with him. He is a curiosity.

"JOHNNY MILES."

Lincoln Freie Presse

GERMAN WEEKLY,

LINCOLN,

NEB.

Has the largest circulation of any newspaper printed in the German language on this continent—no exceptions.

Circulation 149,281

RATE 35 CENTS.

Facts for Advertisers

The Chicago Record-Herald has added still another month to its record of advertising gains

Display Advertising Gained 18% in August, 1908

over August, 1907, and the charges for classified advertising increased five and four-tenths per cent. A notable showing for the dog days

The Chicago Record-Herald

There is a Reason

See page 29 in this issue of
PRINTERS' INK
and note the position of SUNSET
in amount of advertising carried in
the leading magazines.

Sunset

is the magazine of the Pacific Coast and all the great country west of the Rockies. It has the largest circulation of any magazine published in the West (125,000, November).

Write for rates, letters from
Satisfied Advertisers
or any other information to

SUNSET MAGAZINE

948 FLOOD BUILDING
SAN FRANCISCO CAL.

BANK ADVERTISING AND ITS RELATION TO BANK FAILURES.

OUT OF SEVENTEEN BANKS THAT SUSPENDED DURING THE PANIC OF LAST YEAR ONLY THREE MADE ANY PRETENSE OF ADVERTISING IN A MODERN WAY—LACK OF CONFIDENCE ATTRIBUTED TO A LACK OF PUBLICITY OF THE RIGHT SORT.

Copyright, 1908.

Whatever exposes error where it relates to advertising, or substantiates truth, whatever tends to bring about improved methods is worth bringing to the attention of advertisers. Therefore, information obtained from an inquiry into the advertising methods of banks which suspended during the financial depression of 1907 will probably be of interest to the advertising world.

When considering this investigation the thought occurred that it would be well to ascertain whether or not there was a connection between the failures and the advertising; that if examination revealed such connection others might, by knowing the kind of advertising used by the banks that failed, be enabled to avoid errors similar to those indicated.

Incidentally, I thought it probable some indication might be obtained of the value to banks of newspaper advertising as a developer and retainer of confidence; and that evidence would be produced in support of the modern idea that the newspaper advertising of banks, as well as that of any other business, should, in order to obtain the greatest degree of benefit, be systematized by making frequent and regular changes of "copy."

Since the acute stage of the financial depression in October, 1907, the newspapers have chronicled 24 bank failures outside of New York City. This number would be increased by adding the New York failures, which, however, was not done for reasons stated below.

New York being the financial center of the country, conditions there have probably been more dis-

turbed and feverish, more or less subject to manipulation than in other communities; and a test of the value of bank advertising there could not be depended upon to show its true possibilities or effects in communities where the financial situation is not so susceptible. Therefore, as permitting a more accurate diagnosis, it was considered advisable to confine this investigation to those failures outside of New York City.

For the purpose of obtaining correct information regarding the advertising of the suspended institutions inquiries were sent to reliable concerns in each city in which a failure occurred requesting answers to certain questions.

The following is a condensed summary of the seventeen replies that were received:

1—Did it use newspaper advertising?

Yes, 10.

Yes, 3 insertions a week, 1.

Yes, write-ups, 1.

Yes, and nearly all other kinds, 1.

To some extent, 1.

Very little, 1.

No, 2.

2—Was its ad a standing card?

Question not answered, 1.

Yes, 7.

Only a spasmodic card, 1.

Only card giving name of directors, 2.

Chiefly write-ups, 1.

No, 5.

3—Did it change copy often?

Question not answered, 3.

No, 10.

Only when change in directorate or officers occurred, 1.

Yes, 3.

4—If so, about how often?

Question not answered, 9.

Yearly, 2.

Once in two years, 1.

Hardly ever changed, 1.

Card ran continuously, 1.

Monthly, 1.

Once a week, 1.

Twice a week, 1.

Among seventeen failures reporting, only three made even a pretense of advertising in a modern way. Each of these three banks used newspaper advertising, one changing copy monthly, one

The Cincinnati Enquirer

An American newspaper of National importance, unequaled anywhere, unique, original, of undisputed prestige, moral and intellectual, and a force recognized by all.

The *Enquirer* is in a class alone, occupying a field of journalism that none dares, none has ever approached, and is read by every person in its field who knows the value of news and brains.

The DAILY ENQUIRER covers its domain thoroughly. At home it leads in the morning field, chosen by readers and advertising patrons alike.

The SUNDAY ENQUIRER goes everywhere in Ohio and the Middle West one of the most tremendous "pullers" to be named. Read by the classes and masses.

When such a newspaper as *The Enquirer*, with its marvel of daily digest of the world's doings, offers that agent of your progress known as advertising a seat in its carriage, with its stops at thousands on thousands of Cincinnati homes every morning, how can you possibly send your representative on a better mission? How in better company? And how can you allow it to omit six days out of a possible seven when such a privilege is available?

Each copy of the *Cincinnati Enquirer*, Daily and Sunday, is sold for FIVE CENTS. Rowell gives it the double "Bull's Eye"—which means "PURE GOLD."

"The higher the price at which a publication is sold, the more the publication is worth per thousand to the advertiser." "The higher the price, the more closely will the actual sale approximate the number issued."

"The higher the price, the longer the publication will be preserved."—*Printers' Ink*.

*A call by 'phone, postal, letter or wire
will bring a representative promptly*

The S. C. Beckwith Special Agency

Sole Agents Foreign Advertising

NEW YORK TRIBUNE BUILDING CHICAGO

weekly, and one twice a week. Monthly changes of copy in a local field, however, can scarcely be called modern advertising. Neither of these banks experienced a run, although the one which changed copy weekly suffered from a general withdrawal of deposits not altogether partaking of the nature of a run. The failure of this institution came about through two or three big losses, of which the public became aware. The suspensions of the other two institutions claiming modern methods were brought about through "poor investments" and "probably bad management."

At this date only one bank out of the entire seventeen has recovered sufficiently from its trouble to resume payments as it was originally organized, and this is the bank which used the most approved methods—changing its ads twice a week. The reason given for its failure was "probably bad management." When we consider that this bank suffered from no run, and that it has been able thus quickly to resume, the facts would seem to indicate it suffered very little from loss of confidence, and quickly regained any it did lose.

Another disclosure is that not one of the banks whose advertisements were standing cards showing only names of directors, etc., or of those that used no newspaper advertising whatsoever, has been able up to this time to resume payments.

Of the seventeen failures reporting, two did not advertise, eleven used standing cards, and one provided change of copy monthly; while but two banks used really up-to-date methods. Is it not a reasonable deduction that the standing card method is at least a very poor one if not actually a waste of money?

Of the eleven institutions whose advertising partook of the nature of a standing card, in only two cases was the bank not affected in some way by a run. In one case the bank closed to avoid a run. In one case there was a general withdrawal of deposits. In six cases there was a decided run.

Contrast this with the banks

which changed copy monthly, weekly, and twice a week. In two of these cases there was absolutely no sign of a run, while in one case there was merely a general withdrawal.

The evidence above presented certainly seems to establish a connection between the advertising and the failures. It indicates that, while the advertising may or may not have caused a failure, or have been in itself sufficient to prevent one, the effects of neglected advertising are surely seen in the lack of confidence. Where modern methods have been employed there are indications of confidence to a much greater degree. A quicker recovery has been made possible. The failures have seemed less serious—as in the case of the bank which made weekly ad-changes. This was the bank whose trouble began with several big losses. Although the public became aware of these losses, still this knowledge did not precipitate a run, but only a general withdrawal of deposits. True, the ultimate result was the same, but its accomplishment was slower, thus affording greater opportunity for the use of precautionary or preventive measures.

Where is the banker who would tolerate in any other department of his institution such a chaotic condition, such a lack of system as is shown in the advertising of many banks? With a force at his disposal that by intelligent direction is capable of producing such wonderful results in business development the banker who neglects his advertising is, to say the least, guilty of business indiscretion.

It is possible many bankers are already convinced that modern systematic advertising would be an advantage to them, but they do not realize the important bearing it really has upon their business. It is my hope that the facts disclosed by this investigation may be the means of bringing all such to a full realization upon this point.

These bankers may be so fully occupied with other duties that they have no time to bring their advertising to its highest effectiveness. Then the obvious thing is

Proofs and Not Claims

IS WHAT THE

Louisville Herald

Offers to advertisers who wish to get the best results out of the rich Ohio River Valley territory.

LOUISVILLE, KY.

Has a population possessed of the largest reserve purchasing power among the large cities of the West and South, as indicated by the following comparison of the per capita savings of a number of rich cities:

	Average Savings Per Each Inhabitant
Chicago	\$68.67
Louisville	61.55
Nashville	28.37
Atlanta, Ga.	27.81
St. Louis	25.00

The great wealth of Louisville has been demonstrated during the panic, when the city was the only one among the important commercial and industrial centers whose banks did not issue clearing house certificates. The leading stores of the city, the dry goods house of Kaufman-Straus Co., the Stewart Dry Goods Co., the Hartman Furniture Co., the Plock-Gerber Furniture Co. and all other extensive local advertisers unreservedly indorse The Louisville Herald as the best medium to secure desirable local trade.

Follow the lead of the prominent local advertisers, who are in the best position to judge merits of newspapers. The clean home paper, by which local merchants can get their best business, is the paper for the general advertiser, who is not after empty publicity, but after tangible results.

To reach the purchasing population of Louisville and surroundings there is no medium superior to the

LOUISVILLE HERALD

It has one rate, proves a daily net circulation of over 21,000, is a clean home paper free of objectionable advertisements, and reaches both the classes and the masses.

Foreign Representatives

J. F. ANTISDEL,
9 W. 29th St., New York

FRED STAREK

1517 H St., Washington, D. C.

C. D. BERTOLET

1105 Boyce Bldg., Chicago

W. R. BUTLER

306 Gumbel Bldg., Kansas City, Mo.

to employ someone for that purpose. An advertising man in his own city can relieve the banker of this duty, or there are concerns that make a specialty of bank advertising whose rates are very reasonable; which have a wide experience in the production of business-bringing copy and have been quite successful in the development of banking business. I have in mind several concerns which give a service of this character, and if bankers who wish to get their advertising down to a systematic basis care to write me I will be glad to supply them with the address.

It is conceded by nearly everybody that the panicky conditions of 1907 were brought about largely by money-hoarding. Many prominent men have expressed the opinion that lack of confidence was the principal cause of the panic.

Is it not possible that had bank advertising generally heretofore been as systematically planned, and as modern as that of many other lines of business much of this money hoarding might have been prevented? A greater confidence in each individual banking house might have been developed.

In planning any systematic advertising campaign one of the first steps is a selection of the best medium, which, naturally, is the one reaching the greatest number and most desirable class of people at the least proportionate cost.

This requirement is fully met by the newspaper, which affords any concern dealing directly with the people the quickest, and proportionately a very cheap method of getting in touch with the greatest number.

R. F. ADAMS.

QUACK ADVERTISERS OF TWO CENTURIES AGO.

PHILADELPHIA, Oct. 18, 1908.

Editor, *PRINTERS' INK*:

The *Penny Magazine*, dated August 18, 1832, contains the following: "We are sometimes astonished at the impudent assertions of quacks in their public announcements at the present day. Their predecessors, however, went somewhat further, as the two following advertisements taken from the original edition of the *Spectator* will show:

"An admirable confection which assuredly cures stuttering and stammering in children or grown persons, though

never so bad, causing them to speak distinct and free without any trouble or difficulty; it remedies all manner of impediments in the speech, or disorders of the voice of any kind, proceeding from what cause soever, rendering those persons capable of speaking easily and free, and with a clear voice, who before were not able to utter a sentence without hesitation. Its stupendous effects in so quickly and infallibly curing stuttering and stammering, and all disorders of the voice and difficulty in delivery of the speech, are really wonderful. Price 2s. 6d. a pot, with directions. Sold only at Mr. Osborn's Toyshop, at the Rose and Crown, under St. Dunstan's church, Fleet-street."

"Loss of memory, or forgetfulness, certainly cured, by a grateful electuary, peculiarly adapted for that end; it strikes at the primary source, which few apprehend, of forgetfulness, makes the head clear and easy, the spirits free, active, and undisturbed; corroborates and revives all the noble faculties of the soul, such as thought, judgment, apprehension, reason, and memory, which last in particular it so strengthens as to render that faculty exceeding quick, and good beyond imagination; thereby enabling those whose memory was before almost totally lost to remember the minutest circumstance of their affairs, etc., to a wonder. Price 2s. 6d. a pot. Sold only at Mr. Payne's, at the Angel and Crown in St. Paul's Church-yard, with directions."

Just when "the original edition of the *Spectator*" appeared, I don't know, but No. 445 was dated July 31, 1712.

GEO. E. JENKINS.

ADVERTISING SPECIALISTS OF URUGUAY.

Publishers of PRINTERS' INK:

We see you have made a new five year direction stencil for our firm and still address us at the old address, which got too small for us exactly four years ago.

We want you to just get hold of that new stencil and smash it up and put on the new one, Agencia Coates, Sarandi 164, Montevideo, Uruguay, then we shall feel happy because our "P. I." will drop in with regularity. We want to see it, for it helps mightily even in our foreign tongue, with our business of advertising specialists.

Yours truly,

COATES & Co.

"VERY VALUABLE TO US."

ST. LOUIS, Oct. 16, 1908.

THE SANITOL CHEMICAL LABORATORY CO.
Editor of *PRINTERS' INK*:

Enclosed please find a check and our order for renewal of subscription to *PRINTERS' INK*.

Will say that this little magazine is very valuable to us, and full of suggestive reading matter at all times.

Yours very truly,

SANITOL CHEMICAL LABORATORY CO.,
HAMILTON GIBSON,
Adv. Manager.

HOLIDAY NUMBER OF TOWN TOPICS

To be published

DECEMBER 10.

Profusely Illustrated.

This unique and famous annual, beyond question the most entertaining of Christmas publications, will have among its contributors

JACK LONDON	ANNE WARNER
O. HENRY	PERCIVAL POLLARD
MRS. BURTON HARRISON	DAVID WARFIELD
E. PHILLIPS OPPENHEIM	ROSE COGHLAN
GELETT BURGESS	MABEL TALIAFERRO
JAMES L. FORD	JOHANNA GADSKI
MAJOR-GENERAL WM. P. LUVALL, U. S. A.	
COMMANDER J. D. JERROLD KELLEY, U. S. N. (Retired).	
FRANK VINCENT DUMOND	

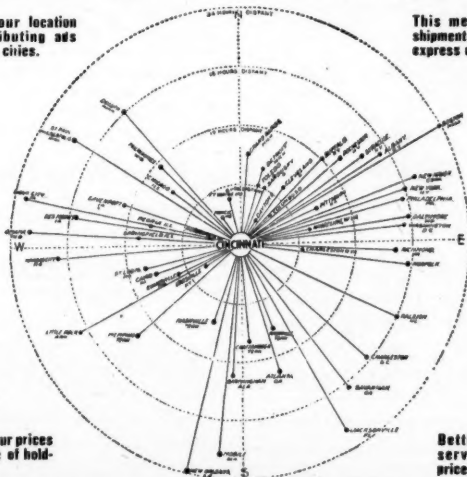
Never before has such a brilliant collection of fiction, anecdotes and personal experiences of noted men and women, poetry, wit and humor, been presented in one number. Always interesting, this year's issue will be surpassingly so.

Every ad. on a page with reading matter. No advance in rates. Instruct your agent to reserve space now or address

LOUIS BARKER, Advertising Manager
452 Fifth Avenue, New York

Within 24 Hours of All Publishing Centres

Compare our location for distributing ads with other cities.



This means quick shipments and low express charges.

Write for our prices and sample of hold-fast base.

Better plates, service, lower prices.

RAPID ELECTROTYPE CO., Cincinnati, O.

KEEPING OLD CUSTOMERS EASIER THAN GETTING NEW ONES.

The importance of retaining old customers is often lost sight of in the effort to gain new ones, and this is probably due in many cases to the feeling on the part of the merchant that in some way he has acquired a sort of mortgage on the trade of his regular patrons.

Almost anybody who stops to consider the matter will realize that generally it is much easier to retain something one has, than to replace it if lost, and that the cost of securing new customers is

much greater than that of holding old ones.

Even the customer who is fairly well satisfied with the goods, the service and prices furnished by the clothier with whom he deals, may at almost any time be weaned away by the seductive offers of a competitor, in the absence of some indication on the part of the merchant with whom he is now dealing that his trade is thoroughly appreciated, and that there is a strong desire to keep in touch with him and learn whether or not he is thoroughly satisfied, or if dissatisfied, why.

This can be done to some extent in the store, but with nothing like the effect of a semi-personal communication through the mail. There is always a certain subtle flattery in the asking of an opinion, and this is a strong element in an inquiry by the merchant through the mail as to the attitude of the customer toward his particular store. To do this is comparatively a simple and inexpensive matter; merely the cost of a printed blank containing two typewritten lines, an envelope, the addressing, and mailing under two-cent postage.

An excellent example of how to do it is shown by the blank reproduced on this page.

I do not know at just what intervals these blanks are sent out, but doubtless they are sent to each customer in each month during which he has made a purchase, or possibly a week or ten days after

CONCERNING PURCHASE

MADE AT



By Chas Z. Daniel

on October 24th. 1908

TEAR OFF HERE

Write "KICK" Here

BLACH'S: I am not well pleased with
the _____ I bought
on _____ and this is why:

(Name) _____

(Address) _____

TEAR THIS OFF
Then Mail it to BLACH'S.
Third Avenue at 19th Street, BIRMINGHAM.

or I am Well Pleased

BLACH'S, with the _____
I purchased on _____

and (then go on today all the nice things you conscientiously can. It makes us feel that our efforts are not in vain for we know we try to please every patron and when we don't, we thank them for the chance to "make it right.")

(Name) _____

(Address) _____

TEAR THIS OFF
Then Mail it to BLACH'S.
Third Avenue at 19th Street, BIRMINGHAM.

FIELD
STREAMFIELD
STREAM

Hunting For Men?

FIELD
STREAM

¶ If you were going on a big game hunt you would not use a shotgun with bird shells or a .22 rifle, nor go a thousand miles to Florida for moose—you would use a high power arm with the *right* kind of ammunition—go up to Maine or Canada, stay long enough, and come home with a pair of horns for your dining-room.

¶ If you have a man's proposition, if you are hunting for men, men with money, and don't want to waste your ammunition in magazines mostly interesting to women, who don't wear men's clothes, who don't get out of doors and who are not interested in men's things, why not try a place where you *know* you will find *men*? Why not do your hunting where others have bagged their game for twelve years? If they get such satisfactory results, why isn't this the place you are looking for?

¶ A sportsman's magazine is next to his Bible—the advertising pages as interesting as the text—this insures *your* advertising being read.

¶ For the advertiser who has a man's proposition and wants a net man's circulation of sixty thousand high class men buyers, we offer you, at \$100.00 per page gross, the leading magazine in the field—the most successful, live, wide awake, sportsman's magazine published.

E. t. Warner.

Publisher

35 West 21st Street
New York

FIELD
STREAMFIELD
STREAMFIELD
STREAM

each purchase. In any event, it is only necessary to go over the sales slips or sales books, say, three times a month, in order to keep the scheme in effect. This, in combination with the ideas presented in an article on page 32 of the October 28 issue of *PRINTERS' INK*, would seem to round out a fairly complete plan, not only for keeping in touch with recent purchases, but for administering a gentle prod to desirable customers who show signs of transferring their patronage.

As the obligation for information, either of the "kick" variety or of the commendatory kind, lies with the firm sending out the blank, it would seem only fair to prepay the reply, either by enclosing a stamp or, better yet, a stamped envelope with a printed address. Perhaps the blank could be so arranged and condensed as to go on the return half of a duplex postal-card. That would make it still easier for the customer to respond.

JACARTHUR.

Julius Mathews, the special representative of New England daily papers, recently delivered an address before the Portland, Me., Evening Express Editorial Club on the topic, "The Relation of the News to the Advertising Columns," in which he called special attention to the work of press agents.

A little Chicago girl lost her gold bracelet the other day, and this is the ad in the *Daily News* that brought it back to her:

DID YOU FIND MY LITTLE BRACELET? It's the only bracelet I ever had, because I'm only 4 years old. I don't see how I ever lost it. I only went from our home to Washington Park to feed the squirrels and right straight back home again by way of 55th street. I live at 1033 53d street, near Prairie, in the second flat. My papa says he will pay you well for your trouble if you will bring my bracelet back to me, or you can telephone my mamma—she will send for it. Our telephone is gray 1256. ELIZABETH COLLINS.

In a "Clean Sweep Sale," The Liberty Co., Buffalo, N. Y., offers a new broom with every purchase of \$1.50 or over.

Color Photography

Lord Northcliffe is the high authority who says that no pictures have been secured in color photography that are comparable to those that will illustrate the Christmas Annual of "Country Life in America." For the first time, in this great number, natural color photography is used in color advertising. If you are interested in color, Mr. Advertiser, we can send you some wonderful examples and an *interesting plan*.

Doubleday, Page & Co.

133-137 East 16th Street
New York

Western Office: Heyworth Building, Chicago
New England Office: Tremont Building Boston

NOVEMBER MAGAZINES.

VOLUME OF ADVERTISING IN LEADING MONTHLY MAGAZINES

(Exclusive of Publishers' own advertising)

	Pages	Agate Lines
Everybody's.....	158	35,420
System.....	157	35,224
Ladies' Home Journal (cols.).....	171	34,200
Review of Reviews.....	143	32,249
McClure's.....	134	30,232
Cosmopolitan (Dec.).....	134	30,079
Munsey's.....	120	28,932
World's Work.....	118	28,534
American Magazine.....	109	24,458
Century.....	102	23,960
Scribner's.....	98	22,154
Woman's Home Comp'n (cols.).....	110	22,036
Sunset.....	98	22,024
Country Life in America (cols.).....	129	21,778
Good Housekeeping.....	95	21,413
Harper's Monthly.....	91	20,420
Delineator (cols.).....	133	18,594
Pacific Monthly.....	89	18,102
New Idea (cols.).....	87	17,446
Designer (cols.).....	84	16,888
Hampton's Broadway Magazine.....	71	16,100
Uncle Remus's Magazine (cols.).....	81	15,520
Pictorial Review (cols.).....	87	14,700
Success (cols.).....	86	14,560
Red Book.....	64	14,336
Van Norden.....	63	14,178
Ladies' World (cols.).....	70	14,009
Housekeeper (cols.).....	67	13,517
Outing Magazine.....	59	13,403
Modern Priscilla (cols.).....	79	13,384
Technical World Magazine.....	59	13,247
Harper's Bazar.....	56	12,627
Current Literature.....	56	12,544
Book-Keeper.....	54	12,117
Spare Moments (cols.).....	70	11,760
Atlantic Monthly.....	51	11,600
Ainslee's.....	48	10,822
Argosy.....	47	10,598
Pearson's.....	46	10,486
Putnam's and The Reader.....	45	10,192
Suburban Life (cols.).....	59	10,026
McCall's Magazine Dec. (cols.).....	67	9,216
Theatre Magazine (cols.).....	54	9,188
Field and Stream.....	39	8,806
Outdoor Life.....	39	8,764
Metropolitan.....	39	8,736
Circle (cols.).....	51	8,568
Garden Magazine (cols.).....	55	7,821
Lippincott's.....	33	7,602
House Beautiful (cols.).....	53	7,434
Amer. Homes & Gardens (cols.).....	41	7,108
Sirand.....	31	7,084
American Boy.....	33	6,700
All-Story.....	29	6,538
Smith's (Dec.).....	27	6,160
Human Life (cols.).....	32	6,010
Blue Book (Dec.).....	23	5,341
Appleton's.....	23	5,230
Recreation (cols.).....	27	4,536
St. Nicholas.....	18	4,121
Smart Set.....	15	3,472
Philistine.....	20	2,440
Railroad Man's Magazine.....	9	2,172
Scrap Book.....	3	840
Peoples' (Dec.).....	3	672
House and Garden (cols.).....	22	3,212

VOLUME OF ADVERTISING IN LEADING WEEKLY MAGAZINES

(Exclusive of Publishers' own advertising)

	Cols.	Agate Lines
Week ending October 10:		
Vogue.....	183	28,213
Saturday Evening Post.....	91	15,742
Literary Digest.....	68	9,532
Collier's.....	46	8,874
Outlook (pages).....	22	4,991
Leslie's.....	16	3,219
Life.....	21	3,045

Independent (pages).....	11	2,632
Scientific American.....	8	1,672
Youth's Companion.....	6	1,246

Week ending October 17:

Saturday Evening Post.....	93	16,026
Collier's.....	59	11,280
Literary Digest.....	46	6,563
Life.....	32	4,596
Outlook (pages).....	19	4,340
Vogue.....	23	3,873
Independent (pages).....	12	2,886
Associated Sunday Magazines.....	13	2,546
Leslie's.....	12	2,489
Scientific American.....	12	2,458
Youth's Companion.....	9	1,891
Illustrated Sunday Magazine.....	8	1,538

Week ending October 24:

Outlook (pages).....	97	21,922
Saturday Evening Post.....	118	20,296
Collier's.....	47	9,087
Leslie's.....	35	7,087
Vogue.....	37	5,824
Literary Digest.....	40	5,719
Youth's Companion.....	28	5,600
Associated Sunday Magazines.....	21	4,032
Life.....	20	2,858
Illustrated Sunday Magazine.....	13	2,676
Independent (pages).....	11	2,474
Scientific American.....	9	1,829

Week ending October 31:

Saturday Evening Post.....	113	19,532
Collier's.....	47	9,084
Literary Digest.....	39	5,491
Associated Sunday Magazines.....	27	5,174
Outlook (pages).....	16	3,597
Vogue.....	22	3,465
Leslie's.....	15	3,086
Scientific American.....	12	2,531
Illustrated Sunday Magazine.....	13	2,518

CHICAGO NEW YORK LONDON

SYSTEM

THE MAGAZINE OF BUSINESS

I wish to inform you that we have just issued an order to Long-Critchfield Corporation for a year's advertising in SYSTEM.

We have found that for truck and passenger wagon advertising SYSTEM is at the top of the list, both in inquiries and sales, amount of advertising, space used and circulation taken into consideration.

Rapid Motor Vehicle Company
(Signed) W. A. Somerville,
Advertising Manager

SYSTEM

THE MAGAZINE OF BUSINESS

CHICAGO NEW YORK LONDON

Independent (pages).....	10	2,380
Life.....	13	1,999
Youth's Companion.....	9	1,920

Totals for October:

Saturday Evening Post.....	71,586
Vogue.....	41,075
Collier's.....	38,325
Outlook.....	34,850
Literary Digest.....	27,306
Leslie's.....	15,891
Life.....	12,497
*Associated Sunday Magazines	11,752
Youth's Companion.....	10,657
Independent.....	10,372
Scientific American.....	8,490
*Illustrated Sunday Magazine...	6,632

* Three issues only

ON SELECTING BEST ADS.

BOSTON, MASS., Nov. 3, 1908.

Editor of PRINTERS' INK:

Your editorial, in your issue of October 28, referring to my coming book, meets with my approval, although it appears to take some exceptions to the "policy" of my book.

You make some strong points. I do not propose to dispute all of them, because some of them are indisputable.

I agree with you in that it is impossible to obtain the "best advertisements of the best advertisers," because no advertiser has the ability to select his "best." I agree with you further in your claim that it is difficult to accurately weigh advertising values, or to know how good or bad an advertisement may be. Still, I believe that a collection of several hundred advertisements, each one selected by the advertiser, and each one believed by the advertiser to be a profitable announcement, cannot help being of practical value to all advertisers and advertisement writers.

No one can obtain other than benefit from the study of the advertising columns of any good newspaper or magazine, but the value of the study must be materially increased if each of the advertisements presented represents careful selection on the part of the advertiser, each one being considered the best or one of the best. If my book contains, among other things, five hundred selected advertisements, each one believed to be a profitable one by its advertiser, it is obvious that these advertisements, individually and collectively, must represent a picture of profit, even assuming that a part of them represent hobby or conceit on the part of the advertiser.

Certainly, the artist could learn much from a collection of paintings, each one representing what its creator believed to be his best or one of his best paintings. The statement made by my publishers that they expect to sell 50,000 copies represents purely the opinion of my publishers and is of no particular interest, as the book will contain no paid advertising. However, such a sale would not be impossible, judging from the sale of my former books on advertising, all of which sold at a high price. The coming book will be sold at a low price.

NATH'L C. FOWLER, JR.

WHO'S WHO AND WHERE-FORE.

GEORGE HORACE LORIMER, EDITOR OF
THE SATURDAY EVENING POST OF
PHILADELPHIA.

One of the stories current among advertising men is to the effect that the head of a big New York agency had become so impressed by the excellence of a number of advertisements of a *Saturday Evening Post* appearing in the newspapers that he sent a representative to Philadelphia to engage the writer for his own staff. When asked on his return if he had succeeded in his mission the latter replied, in a disgusted tone of voice, "No." "Why not?" asked the chief. "It was Lorimer who wrote those ads," was the sententious reply.

A busy editor who can turn out ads that make an experienced advertising agent sit up and take notice must be versatile and possess the knack that only comes from an intimate knowledge of business combined with the ability to express ideas in appealing language. If George Horace Lorimer hadn't become an editor, he would certainly have made his mark as an ad writer.

But Lorimer is no accident in editorship. He is an editor because editorship is his impelling instinct and because he had the sense and the courage to recognize the fact, more sense and more courage, by the way, than ninety per cent. of the young men in his situation would have displayed.

Lorimer was employed by the great firm of Armour & Company before he reached his majority. His father, the famous preacher, was a friend of the elder Armour, and that great merchant had taken the boy into the Armour concern to teach him the business and to make a great merchant of him; also to help him make his fortune. Lorimer progressed rapidly from a minor clerkship to an important desk. He was alive, alert and intelligent. His future seemed assured.

Then, one day, he walked in and resigned, to the intense amazement of everybody in the Armour concern. They thought he had a better business offer, but, for all that, considered him foolish for leaving the house of Armour. When he told them he had no better business offer, but intended to write for a living, they revised the "foolish" designation and set him down as a lunatic, wondering, in a dazed way, how it was a young man who had shown no previous signs of mental instability should be so suddenly bereft, and sympathizing deeply with him. The idea of any man who had reached an important desk in the Armour Company leaving of his own free will, and to write, was so preposterous the young man's business associates could figure out no other explanation than sudden insanity.

He went to Boston and began work as a reporter. Reporters in Boston do not get such salaries as heads of departments do in Armour & Company's. It was hard sledding, but Lorimer stuck. After a time, the opportunity came to join the staff of the *Saturday Evening Post*. It is more than nine years, now, since he assumed editorship of that publication. In that time the *Post* has increased in circulation from a little more than a hundred thousand copies a week to nine hundred and fifty thousand copies a week, and it will have a million copies a week before he rounds out his tenth year as editor.

Being a live, alert, vigorous, red-blooded American person, Lorimer produces a live, alert, vigorous, red-blooded and American weekly. He doesn't run to fads, frills or furbelows. He is direct, frank and open in his methods. The human interest is what appeals to him. He knows the sympathies, the likes, the dislikes of the public. His business experience taught him one side and his editorial experience has taught him the other. He sits on no lofty tripod, immersed in his own thoughts, but moves around among the people, who form his constituency, and knowing what the people want, he

gives it to them judiciously, to their great apparent satisfaction.

Lorimer is a frank, hearty, companionable man, who takes life as he finds it, not too seriously, nor yet too flippantly. He likes a story, likes a joke, has the keenest sense of humor, hates humbug and sham, is genial, jovial, sometimes even jocose, but with it all has a poise and a firmness that counterbalance perfectly. His most distinguishing feature is his jaw, a jaw that is as square as if it had been laid out on mathematical lines. There are times when you do not notice that jaw, but there are times, also, when it is the only thing you do notice. When it is clamped it is best to give the young man what he wants, for he will get it, anyway.

He is an outdoors man, with an abiding love for the great spaces of the West. If he has any fad at all, it is a fad for climbing mountains, and it seems as absurd to describe mountain climbing as a fad as it would be to call going up in a balloon a foible. Still, mountain climbing is his self-selected sport. Every summer he goes to Colorado and skis joyously from crag to crag, taking ennuied colleagues with him and scaling every peak that comes within his view. He lives in the country, at Wyncote, near Philadelphia, on twenty acres that he keeps under his personal supervision. His whole atmosphere is that of freshness and vitality. He is a prodigious worker. After his hours in his editorial office in Philadelphia in the day time, he does his writing and most of his manuscript reading in his library in the country at night.

In one corner of that library are several shelves devoted to the books he wrote himself. His "Letters of a Self-made Merchant to His Son" are there, in all the various habiliments they have worn throughout the world. There are Japanese and German and Swedish and many other translations, with the numerous English and Australian editions; his "Old Gorgon Graham," in many forms, and a shelf is being held for his latest book, "Jack Spurlock, Prodigious," which is just now so popu-

lar. Best-sellers of the moment seem rather piffing beside that array. Lorimer's books are real best-sellers, not for a week or a month, but for years. The reason is obvious. They are real American books by a real American.

Lorimer's editorial policy is simple. He buys stories and articles for the stuff that is in them, not because of the name attached. He has picked out and developed several writers who make a sort of a personal staff for him, each man loyal to the core and devoted to Lorimer and the *Saturday Evening Post* above all else. His publication is so great, his circulation so enormous that he has the pick of the market. Almost everything comes to him first. He is quick and final in decision, usually deciding with a positive "Yes" or "No." He is courteous, obliging, accessible and modest. Any writer or artist who has a proper errand can see Lorimer and get an answer to his proposition as soon as it has been stated. His mind works like chain lightning, and he knows instantly what he does or does not want.

The *Saturday Evening Post* is Lorimer and Lorimer is the *Saturday Evening Post*. He took the idea of Mr. Cyrus Curtis and developed it to its present great proportions. He has five million readers now, and that he will have six or seven or eight millions presently is as sure as that he will continue as editor, for, you see, Lorimer knows what the people want, and he gives it to them.

Sense and common sense—those are his attributes. He is subject to no folderols, hampered by no prejudices. His five million readers have been educated to expect sane stories, wholesome stories, red-blooded stories, to find virility in every page, to find good Americanism in every paragraph, to find the best workmanship in every line, and they do find all these. The *Saturday Evening Post* runs after no fads, indulges in no sensationalism, leaves muck-raking to others, presents its own views in the most-quoted editorial page in the country, does not hesitate to slam a humbug, prick a fraudu-

lent bubble or tell the truth about any subject in the public mind. It is always fair, always calm, always good-natured and always American.

The reason for the wonderful success of the *Post* is not far to seek. It reflects the intelligence, the sense, the common sense, and the comprehensive human knowledge of its editor, George Horace Lorimer.

THE RESTAURANT PROPRIETOR WHO WENT OUT FOR LUNCH.

THE TECHNICAL WORLD MAGAZINE.
CHICAGO, NOV. 5, 1908.

Editor of PRINTERS' INK:

I want to compliment PRINTERS' INK upon the advertisement appearing on the third cover in the issue of November 4th, and I think the gentleman who prepared this advertisement deserves credit, as he has certainly told the publishers something that is absolutely true, and that is, that the publisher needs advertising for his particular commodity (that commodity being his magazine or newspaper) as much as any other manufacturer in various lines needs.

With kindest regards, I am,

Yours very truly,

EDGAR E. PHILLIPS,
Eastern Advertising Manager.

GENERAL ADVERTISING HELPS THE RETAILER.

Some people, including merchants, look askance upon a great advertising campaign on the part of a manufacturer. They tell you that a concern spending two hundred thousand dollars a year on publicity simply cannot put the best value into its product. In taking this view they ignore some very important facts. First of these is the fact that an article without merit cannot continue to succeed. It could not have got a substantial start in the first place. There is really only one deduction from a big advertising campaign: the stuff is making good, and the manufacturer is so thoroughly satisfied it will make good in future he's telling as many people as he can about it. The manufacturer who tells the trade what he is doing is primarily helping himself. The manufacturer who tells the public what he is doing is helping the retailer. His message to the retailer and his message to the people, are, or ought to be, wholly different. One is a technical presentation to those who know forms and fabrics, and who must know in advance what the next output of the factory will be. The other is a popular presentation such as the average man can understand and appreciate.—*W. P. Aberdasher.*

PRINTERS' INK.

THE HOME PATTERN CO
Manufacturers and
Distributors of
THE LATEST HOME JOURNAL PATTERNS
NEW YORK

THE
MONTHLY

THE
QUARTERLY
STYLE BOOK
ADVERTISING DEPARTMENT
METROPOLITAN TOWER
NEW YORK

NEW YORK Metropolitan Tower
CHICAGO 767 Marquette Bldg
BOSTON 181 Devonshire St

SUBJECT:
Because the Daily
Newspaper -

Mr. American Manufacturer,
Busytown, U. S. A.

Dear Sir:-

When I announced, about a year ago, that I was going to try to get advertisements for the Quarterly Style Book, I was told again and again by advertising men, whose ability and experience I respect greatly, that disappointment was inevitable.

And yet within the year - a panicky year, too when panic-stricken advertisers were cutting down from 30% to 50% in periodicals whose names are household words - the Quarterly Style Book has had a steady increase of 200%.

The men who told me that nothing could be done are men whose opinion is authority itself. But their judgment was of a moment, mine of a year's study.

They saw only that certain fundamentals seemed lacking; they did not take the time to discover the NEW elements that give the Quarterly its wonderful advertising value.

In less than a year, however, the Quarterly has been firmly established, and, largely too, by the aid of the very doubters themselves.

Now, there is another of the Style Books - the Monthly - of which, as yet, I have said nothing; but whose merits I have been studying for two years. That study leads me to the belief that it, too, will prove a valuable medium.

Very truly yours,

Condi Nast

3

Because the Daily Newspaper

Next Letter -

\$100,000,000 Judgment

Because the Daily Newspaper

is a valuable medium, I believe the Monthly Style Book will prove a valuable medium. It has—for the publicity of an article whose appeal is to women—practically all the strong points of the newspaper, and escapes some of the newspaper's greatest weaknesses.

The Daily Newspaper

Quantity of Circulation 20,000-800,000
Kind of Circulation 75 per cent men
Distribution Varied—street boys, news-stands, etc.

Cost to distributing agents ½ cent a copy
Cost to reader One or two cents

The Monthly Style Book

2,000,000
100 per cent women
Uniform—delivered upon request at any one of 2500 dr-g goods and department stores
½ to ¾ cent a copy
Nothing—presented at expense of distributing stores

<i>Distribution</i>	Varied—street boys, news-stands, etc.	Uniform—delivered upon request at any one of 2500 drug goods and department stores
<i>Cost to distributing agencies</i>	$\frac{1}{2}$ cent a copy	$\frac{1}{4}$ to $\frac{3}{4}$ cent a copy
<i>Cost to reader</i>	One or two cents	Nothing—presented at expense of distributing stores
<i>Appearance</i>	Good—large sheet—hurried press work	Good—small, neatly folded, good press work, colored cover
<i>Subject Matter</i>	Miscellaneous—mostly politics, business, finance and sporting news	Uniform—women's clothes; what to wear and how to get them
<i>Frequency of issue</i>	Once, twice, three or four times daily	Once each month
<i>Life</i>	24 minutes to 24 hours	One week to one month
<i>Advertising rate</i>	20 cents per line per hundred thousand	15 cents per line per hundred thousand

The Newspaper, wasteful as it is as a means of reaching women, has yet been tremendously successful in selling women's goods. Think, then, what must be the value of the *Monthly Style Book*, a paper given up wholly to fashion news—for woman the most fascinating of all news.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: NO. 10 SPRUCE STREET,
NEW YORK CITY.

Telephone 4779 Beckman.

President, J. D. HAMPTON.

Secretary, J. I. ROMER.

Treasurer, H. A. BIGGS.

The address of the company is the address of
the officers.

London Agt., F. W. SEARS, 50-52 Ludgate Hill, E. C.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time will be put down for one year each and a larger number at the same rate. Five cents a copy.

JOHN IRVING ROMER, Editor.

New York, Nov. 11, 1908.

The "Style" Bugaboo

One of the funniest things in advertising is the amount of good gray matter that is expended in trying to devise a "style" that will stick through thick and thin. "If we can only get a 'style' for our advertising as good as So-and-So's!" sighs the new advertiser. Just why he wants it and what advantage it is going to be to him after he gets it is something no fellow can find out. Probably the influence of the department store can be traced here. There is a very good reason why shops that are advertising bargains every day in the week should have a distinctive typographical effect, and that this characteristic appearance should be maintained month after month and year after year. Such stores have a steady clientele of readers for their advertisements. Mrs. Jones is a charge customer at Wanamaker's, and she makes a point of reading their offerings every day to see where she can save money on her needs of the moment. The distinctive "style" of the ad is a help to her in finding the announcement of her favorite store among the overcrowded advertising pages. It is on the same principle that the newspaper itself

always puts the weather prediction in a certain place, the financial and sporting articles on a certain page. It is done for the convenience of the reader. So the department store gains something by maintaining a fixed and easily recognized "style."

But with the general advertiser, the man who is advertising a soap, a food article or a safety razor, the case is different. He has no regular following of readers. He must make his readers as he goes along. Each advertisement is a separate and distinct unit. A too easily recognized "style" may actually count against him and lose readers for him. The eye passes over the old familiar presentment without recording any impression on the brain. Every reason that has been urged for frequent change of copy is an argument against the rigid typographical effect so far as the average general advertiser is concerned.

The fixed "style" is often the result of pure laziness on the part of the advertising agent. He succeeds in evolving a style which pleases his customer, and it is much easier to cast all future advertisements in the same mould rather than to originate something fresh each time. So we have the effect of standing ads in newspapers and magazines when the advertiser would really be much better served with variety.

This is also a matter that the advertiser is apt to deceive himself about. He has grown so accustomed to a certain typographical effect that his eye lights first of all upon his own advertisement the moment the newspaper pages are opened up. So he concludes that everyone else is similarly impressed. Yet the fact is the very ear-marks that make his ads so conspicuous to himself furnish a cue to the uninterested reader to skip the announcement. A person reading a newspaper is looking for something new. Things that appear stale and uninteresting are sidestepped.

The presumption of an advertisement is that the advertiser has something important to say. Why handicap that something with a

"style" which conveys a mental impression of the same old story worn threadbare long ago? If a series of ads so resemble one another that the casual reader does not realize that they are different, why need the advertiser go to the expense of changing electros? Would he not be just as well off by keeping the same old electro standing as the California Fig Syrup people did for so many years before the gospel of freshness in advertising had been generally accepted?

This is not an argument against individuality in advertising, but rather a plea for a superior sort of individuality and distinctiveness which shall cause each particular piece of copy to be accepted or rejected on its merits and enable the advertiser to make a stronger, more vital appeal to the public.

A Clear Road Ahead

The election is over and the brake is off the wheels of business; therefore there is now no reason why things should not move a little more rapidly in the ad field than they have during the past six months. From talks we have had with advertising men the past week, it is evident that a lot of good contracts that have been held up because of the uncertainty of the outcome of the election will now be placed.

One of the largest general agents in New York states that he has several clients, for whom he had arranged extensive advertising campaigns, even going so far as to prepare the copy and place orders with the newspapers, who, a month before election, notified him to stop all work until the ballots on Nov. 3 decided who was to succeed Mr. Roosevelt at the White House. These campaigns, he said, will now be carried out according to the original plans.

A special agent whose list includes sixteen prominent dailies told the writer that he personally knew of at least four general advertisers who will on Jan. 1 begin to use large space.

Other advertising men talked in the same strain. Now, if these

statements mean anything, they mean that manufacturers and others who have been holding off for weeks and months are going to get busy right away and make an aggressive campaign for more trade.

Business men now know where they are at and can go ahead in calm confidence that there are no highwaymen along the road who will leap out from the shadows and sandbag them.

Strong Insurance Point

A "talking point" and advertising argument of very interesting possibilities in the life insurance field is dealt with in a booklet from the Security Mutual Life Insurance Co., Binghamton, N. Y. This company makes a specialty of teetotalers, and has a total abstinence department. British companies have for years classified separately those policyholders who use no alcoholic beverages, and the rate of mortality is so favorable that special rates can be quoted. This Binghamton company has kept separate records of its abstainers for eight years, and being a mutual company, gives special dividends for the lower mortality found, thus reducing cost of insurance. To call attention to this special rate the present booklet is issued, and the point seems one that would bear considerable development, both in advertising, literature and agency work.

Prof. Walter Dill Scott's very learned articles on the "Psychology of Advertising," which everybody seems to have heard of and nobody seems to have had time to read, have been brought out in book form. The publishers are Small, Maynard & Co., of Boston. The book will make fine hammock reading next summer.

James Rodgers, president of the Quoin Club and advertising manager of the Harper publications, was married on Thursday, Nov. 5, to Mrs. Anne Moncure Lord, daughter of Mr. and Mrs. Almon B. Thomson, of New York.

Helping the Public to Understand

The publishers of the wide-awake newspapers can, in many instances, no longer be accused of not taking their own medicine when it comes to advertising. Like merchants and manufacturers who are seeking to build up their business, they realize that they must let the public know what they have to sell or the public won't buy it.

Many newspapers are not only advertising themselves in their own columns, but are spending money in the trade and other publications, as may be seen from this issue of PRINTERS' INK.

Some dailies in the Middle West are devoting considerable space once a week to the serious discussion of the question of advertising. The *Kansas City Journal* is giving a series of original talks, written by W. G. Bryan, its advertising manager, which are attracting wide attention.

The subjects already discussed include "The True Aim of Advertising," "How Intelligent Advertising Pays for Itself," "The Common Error of Business," and "The A, B, C's of Advertising."

The Cincinnati *Enquirer* is publishing a series of ten talks on advertising prepared especially for that publication by Roy B. Simpson, of Chicago. These take up the fundamental principles of the subject and give valuable suggestions to business men who want to make the most of their space in publicity mediums.

The publication of articles of the above character is a step in the right direction toward the education of the public on a topic that to many seems a deep mystery, but to others is a mighty interesting subject.

A New Gold Mark Paper

The Seattle (Wash.) *Times*, one of the foremost newspapers of the Pacific Coast, has been awarded the Gold Mark by PRINTERS' INK. The *Times* is the one hundred and twenty-second newspaper to receive this distinction.

The little company of Gold Mark papers seems small indeed when compared with the 23,000 that have not been accorded this honor, but that is one reason why those that belong to the group esteem the award so highly.

The new Gold Mark daily, the *Seattle Times*, ranks among the strongest of American newspapers as an advertising medium. In 1907 it carried 11,717,818 lines of advertising, which was more than the New York *Herald* or Chicago *Tribune* carried for the same period. The Los Angeles *Times* was the only paper that outranked it.

Col. Alden J. Blethen, editor and owner of the *Seattle Times*, bought the paper in 1896 when it had a circulation of 3,500 copies. He was no novice in the newspaper business, for he had been business manager of the *Kansas City Journal* for four years, and was for some time editor and owner of the Minneapolis *Tribune*.

Although the *Seattle Times* was bankrupt when he purchased it, Colonel Blethen believed that it had an opportunity to become a great property.

The success of the *Times* under his direction is now well known. The first year he increased its circulation 56 per cent. To-day it has a circulation of 53,000 each evening and 73,000 on Sunday morning.

The *Times* possesses one of the best newspaper plants in the West, and its circulation covers the surrounding territory. The reasons why the paper has such a hold on the people of the Northwest are because it is honest, gives the news and is devoted to the up-building of that section of the country.

On the eve of a Philadelphia concert, Johanna Galski had interviews in three newspapers there on (1) her license as chauffeur of her own motor car, (2) the immorals of "Salome," and (3) the political campaign.—*N. Y. Evening Sun*.

All this is "news." If you don't believe it, consult Mr. Pattison, of the New York *Evening Post*. He knows just where to draw the line between press agent stuff and paid advertising.

Collier's Community

OF all the lawyers in the United States one in every six subscribes for Collier's. Of physicians and surgeons, one in every five; of architects, one in every twelve; of bankers and brokers, one in every eight. These are successful, prosperous people. Their needs and their luxuries are many and varied. They are able and willing to spend money with merchants whose goods are attractively and persistently offered through good advertising in Collier's



E. C. PATTERSON

Manager Advertising Department

NEW YORK

BOSTON

CHICAGO

Will Coffee Fight Back?

The report that the Brazilian government is to make an effort to enlarge the market for coffee has been a subject of comment in advertising circles for some months. The enemies of coffee have had things all their own way for a long time. They have hammered and batted it all over the lot and the poor thing didn't seem to have a friend capable of saying a word in its defense. The coffee interests in this country are large and wealthy, but they are not schooled in the arts of the advertiser. So the coffee substitutes have had things all their own way and, as a consequence, a very considerable proportion of the American public has come to regard the coffee habit as second only to the cocaine habit.

First, the Brazilian government attempted to restrict the output of coffee. That movement having collapsed, the next effort is to increase the demand for coffee by advertising it. To a business man it would seem as though this should have been done first. A manufacturer who finds his output too great can shut down his factory or run it on half time. Not so with a product of nature. If the millions that have been sunk in trying to corner coffee had been spent in pushing its sale among consumers, the situation would be far different to-day.

England is a land of tea-drinkers, while the United States is the largest consumer of coffee among the nations. In the former country the effort can be made to wean the public from tea, while in the latter there is an able-bodied man's job ahead to dispel the growing prejudice against coffee as a beverage.

Just how much Mr. Post has cut into the coffee business is an open question. His own figures show a big sale for his coffee substitute. Where has this come from, if not from confirmed coffee drinkers? Then there must be thousands of people who, while not going so far as to take up Postum Cereal, have come to distrust coffee and use it less.

Mr. John Wood, of the Boston agency of Wood, Putnam & Wood, told PRINTERS' INK that he actually had a contract signed with the Brazilian government, and that it was a corking big one. This was four months ago. When the business actually goes out, we will all know it is here.

Here's hoping Brazil gets under way before the next Presidential election.

The "Out- look's" Big Scoop

It is really so! The *Outlook* has issued a formal engraved announcement that Theodore Roosevelt, on March 5th, 1909, becomes a member of its editorial staff. This arrangement will not interfere with the African hunting articles to be furnished exclusively to *Scribner's* by the same distinguished author. The publishers of the *Outlook* explain Mr. Roosevelt's relation with them in the following interesting note:

"Mr. Roosevelt will be more than a mere contributor. His headquarters will be at the *Outlook* office, and he will be in frequent and, we hope, in constant consultation with its staff. His position will thus be somewhat analogous to that of a consulting engineer who is called in to give the benefit of his expert co-operation to the staff of engineers in charge of a great undertaking like the Panama Canal. But the editorial control of the *Outlook* will remain unchanged. Mr. Roosevelt's contributions, though editorial in their nature, will be signed by his name, and will be the absolutely free and unmodified expression of his personal convictions. We anticipate that on occasions both the interest and the value of the *Outlook* will be enhanced by frank discussions between this journal and its distinguished associate."

Mr. Rockefeller's reminiscences have added greatly to the *World's Work's* circulation and prestige. Similarly Mr. Roosevelt's connection with the *Outlook* will give that publication a new interest for advertisers. Where is this sort of thing going to stop?

The National Association of Manufacturers has just published the results of an inquiry sent to manufacturers asking whether they would increase the number of their employees after Jan. 1. The replies indicate that 600,000 persons now out of work will be given jobs after that date. More people at work means better times.

DOINGS OF THE AD CLUBS.

At the last meeting of the Kansas City Ad Club the following memorial was spread on the minutes of the club:

In the death of George P. Rowell advertising has lost its greatest exponent. Mr. Rowell might well be called the father of advertising, and advertising as a profession ranks high to-day, greatly because he chose it as his life's work. Through Rowell's Newspaper Directory he made it possible for large advertisers and advertising agents to place advertising to bring safest and surest returns. Through PRINTERS' INK many business men and struggling advertising men have been shown that sure path to greater and better things. Mr. Rowell's own life was marked by acts of love and beauty and we sorrow for and pay tribute to one who has done so much for us.

THE KANSAS CITY AD CLUB.

S. O. LINDEMAN,
F. L. BRITTAIN,
Committee.

The St. Joseph (Mo.) Ad Club turned out one hundred and seventeen members and guests at its last meeting to hear Walter Williams, dean of the University of Missouri's School of Journalism, talk on "Ethics for the Advertiser."

After saying that advertising had grown so fast that no code of ethics had yet been devised, Mr. Williams continued:

"We may say that it certainly is non-ethical to lend oneself to false statements, be they sworn accounts of circulation or otherwise, that it is non-ethical to scatter shameful pictures and literature on the sidewalks, in the path of women and children, to foment undue prejudices, to stir up criminality, to array section against section or class against class, or to circulate, for the sake of money or the favor of the public, that which in the last analysis is false pretense.

"The individual is responsible for the advertisement, and he cannot hide behind the plea of profitability or the vote of stockholders or a board of directors. The advertisement comes from some man's heart, head and hand, and you cannot depend on the law to guarantee your advertisement, as they attempt to do in Germany, but the intelligent heart, head and hand of some individual.

"An advertisement should be attractive, accurate, broad, believable, clear, and more than clear, convincing. The a, b, c of advertising requires art and brain and conscience, and the greatest of these, as anywhere else, is conscience."

The Topeka (Kas.) Advertising Club, which is very much alive these days, had as speakers at its last meeting five women, who told how the advertising done by Topeka merchants impressed them. As this was the first time in the club's history that women have been invited to talk on this subject, the attendance was unusually large. At the close of the evening the men admitted they had learned some new ad points.

IT DOES HIM GOOD.

THE NATIONAL CASH REGISTER Co.,
Dayton, Ohio, U. S. A.

John H. Patterson, President.
Capital Stock, \$10,000,000.

SAN FRANCISCO OFFICE, Oct. 16, 1908.

PRINTERS' INK PUB. CO.:

GENTLEMEN:—Inclosed please find \$2.00 in stamps for one year's subscription to your very good and live publication, PRINTERS' INK. It does one good to get hold of a perfectly sane and at the same time a bright and newsy journal such as yours.

O. N. HILL,
Manager Advertising.

HAD A GOOD DEFENSE.

"Look here," said the guest, "things around here are just about as rotten as they make them. When I went to lunch today I found hair in the ice cream, hair in the honey, and hair in the apple sauce."

"Well," explained the genial proprietor, "the hair in the ice cream came from the shaving of the ice. And I suppose the hair in the honey came off the comb. But I don't understand about the hair in the apple sauce. I bought those apples myself and every one were Baldwins."—*Monthly Bulletin*.



About Fairy Soap

The N. K. Fairbank Company—makers of Fairy Soap—tell a story in their advertising which they say “is different from that of any other soap maker.”

They say that “Fairy Soap contains no free alkali, rosin or dyes, but is just soap—pure soap—and nothing but soap, of the very best kind.”

They say that “the materials in Fairy Soap are the purest that money can buy—and so perfectly combined that they will not irritate nor stop up your pores as do soaps made from cheap materials.”

They also say that “Fairy Soap cleanses the skin thoroughly, smoothes and softens it, and imparts the glow of health which makes every nerve tingle with renewed vitality.”

Again they say that “the oval cakes of Fairy Soap are the most convenient shape for you to handle.”

But—that users of toilet soap may be induced to prefer Fairy Soap to all others—this story must be seen and read by people likely to be impressed.

And—this is the way the N. K. Fairbank Company handles the matter:

MAHIN ADVERTISING COMPANY,
Chicago, Ill.

Dear Sir:—Mr. Vernam, of “The Popular Trio,” declared today that at 74 cents per page, per thousand, our Fairy Soap advertisement would secure the lowest cost distribution for Magazine circulation in publications costing the readers from \$1.50 to \$1.80 per year.

We are interested in this statement and would be pleased to have your verification of Mr. Vernam's statement and also your recommendation as to the suitability of the enclosed advertisement which Mr. Vernam selected as being specially suited to influence the readers of “The Popular Trio.”

As you know, it is not our intention in any way to restrict our expenditure for advertising to which we give credit for making household necessities of “Gold Dust Washing Powder” and “Fairy Soap” but we feel that in these times of readjustment we want to carefully scrutinize circulations and values, and confine our expenditures to mediums that have in no way lost favor with their readers, or that did not secure their readers in the past as the result of artificial booming which in these times may have been discontinued.



“Have you a
little ‘Fairy’ in
your home?”

Very truly yours,
THE N. K. FAIRBANK COMPANY.



What Influenced The N. K. Fairbank Company

The N. K. Fairbank Company placed a six-page order for Fairy Soap in AINSLEE'S, THE POPULAR and SMITH'S commencing with the December magazines. They found that AINSLEE'S proved best for the Palmer & Singer Mfg. Co., New York City, as per following letter.

New York, Oct. 12, 1908.

"MESSRS. AINSLEE'S MAGAZINE,
79 Seventh Avenue, New York City.

Gentlemen:—It may interest you to learn that of all the different magazines, papers, etc., we advertise in, your magazine is mentioned more often in letters of inquiry than all the rest together. I have, therefore, recommended Messrs. Palmer & Singer to continue using your medium for advertising purposes, as I am sure we will receive excellent results from same.

I can trace direct sales to numerous customers through Ainslee's. A Mr. Stewart of St. Louis, while on his way from St. Louis to New York, en route for Europe, saw our advertisement in your magazine, and came into our office upon his arrival in New York and purchased a car.

Yours sincerely, (Signed) WM. BOTTO,
General Sales Manager, Palmer & Singer Mfg. Co."

This proves that AINSLEE'S is read by men and women of refinement (and men and women use Fairy Soap).

They also found that for J. M. Lyon & Company (Diamond Importers, 71 Nassau St., New York City) the cost of THE POPULAR MAGAZINE on a year's advertising—from September, 1907, to 1908—was but 5¼% of the amount of money it brought them. This is almost twice as good as its nearest competitors.

This proves that THE POPULAR readers buy advertised goods (and the N. K. Fairbank Company are anxious to reach such readers for Fairy Soap).

SMITH'S proved best for an advertiser of toilet articles.

This proves that SMITH'S is read by women (and Fairy Soap is used by women).

Thus, these facts, and many others similar, proved to the N. K. Fairbank Company that the very people for whom Fairy Soap is made also buy and read the magazines of THE POPULAR TRIO, the circulation of which is:

AINSLEE'S . . .	250,000 copies per month
POPULAR . . .	330,000 copies per month
SMITH'S . . .	150,000 copies per month
Total . . .	730,000 copies per month

At \$540 per page (the combined advertising rate of these magazines), or 74 cents per page per thousand of circulation, THE POPULAR TRIO reaches the greatest number of buyers of advertised goods at the lowest comparative cost.

Do these facts interest you—for your advertising? We believe now is the time to be governed by actual values—cost—and results in selecting your advertising mediums. Shall we send you all the facts about our magazines—THE POPULAR TRIO?

General Manager
7th Ave. and 15th St., New York City

MISBRANDING UNDER THE FOOD AND DRUGS ACT.

A RECENT DECISION OF IMPORTANCE
TO MANUFACTURERS AND DEALERS
REACHED BY THE DISTRICT SU-
PREME COURT.

One of the most important laws now in effect on the statute books and one which is of interest to every manufacturer and dealer as well as householder and consumer is the "Food and Drugs Act." This law has been in operation over a year and its effect has already been felt in a number of states.

The consumer, under the provisions of this act, is protected from deleterious drugs and preservatives in food and is assured of getting what he pays for when he buys anything in the food, drink or drug line.

During the preparation of the act, there was some question at first regarding the use of generic names, like "champagne" and "Neuchatelle cheese." It was believed that the use of these terms should be interdicted because, in regard to articles not made in the districts mentioned, they were false and misleading. It was finally decided, however, that this was going beyond the real intention of the law. Thus champagne made in this country can be sold as champagne provided it is labeled "American champagne" or "California champagne," so that the consumer will be under no misapprehension as to what he is getting.

One of the serious offenses under this act is the misbranding of articles. The label on any product, is required to be attached to an unbroken package in its original form. Manufacturers of proprietary foods are required to state on the label only the names and percentages of the materials used, to prevent adulteration and misbranding. In the event that the name which appears on the label is not that of the actual manufacturer or producer, or the name of the place not the actual place of manufacture or production, then the words "Packed for

—," "Distributed by —," or some equivalent phrase, is to be added to the label.

The use of a geographical name is not permitted in connection with a food or drug product not manufactured or produced in that place, when the name indicates that the article was manufactured or produced in that place. The use of a geographical name in connection with a food or drug product is not deemed misbranding when by reason of long usage it has come to represent a generic term and is used to indicate a style, type, or brand; but in all such cases the state or territory where any such article is manufactured or produced should be stated upon the principal label. A foreign name which is recognized as distinctive of a product of a foreign country cannot be used upon an article of domestic origin, except as an indication of the type or style of quality or manufacture, and then only when so qualified that it cannot be offered for sale under the name of a foreign article. A distinctive name shall give no false indication of origin, character or place of manufacture, nor lead the purchaser to suppose that it is any other food or drug product. By a "distinctive name" is meant, a trade, arbitrary, or fancy name which clearly distinguishes a food product, mixture, or compound from any other food product, mixture or compound.

In connection with the "mis-

Keep

Tab

How long does the ordinary guide card last? In most cases the file is no sooner complete than the guides have to be replaced.

Celluloid Tipped Guides

protect the top of the tab where the wear comes and will outwear six sets of ordinary guides. Never crack or curl—all colors—all sizes.
Ask your dealer or write direct for samples.

**STANDARD INDEX CARD CO.,
701-709 Arch St., Philada., Pa.**

branding" of articles, the term applies to all drugs, or articles of food, or articles which enter into the composition of food, the package or label of which bears any statement, design, or device regarding the article, or the ingredients or substances contained therein, which are false or misleading in any particular, and to any drug or food product which is falsely branded as to the State, Territory, or country in which it is manufactured or produced.

While the law states specifically that it is prohibited to sell or offer for sale a food or drug product bearing no label upon the package or no descriptive matter whatever connected with it, either by design, device, or otherwise, if the product be an imitation or offered for sale under the name of another article, the proper branding of an article is not a complete guaranty. For instance packages which are correctly branded as to characters of contents, place of manufacture, name of manufacturer, or otherwise may be adulterated and hence not entitled to enter into interstate commerce. A compound is deemed misbranded if the label is incomplete as to the names of the required ingredients. A simple product does not require any further statement than the name or the distinctive name.

The Department of Agriculture recently tested under this law the particular offense of misbranding flour products, resulting in the law being well established on this point, as it has under other clauses of the act, since it became operative. While there have been a number of other cases successfully carried through the courts involving the misbranding of various goods, this was the first case of its kind to receive the attention of the department.

The Department of Agriculture filed suit in the District Supreme Court, alleging that two car loads of flour shipped to dealers in Washington, D. C., were misbranded. It was not claimed at the time that the flour was impure, but that the statements on the label were false. The depart-

ment contended that the flour was so labeled as to convey the inference that it was ground of wheat grown in Minnesota, when it was milled in the state of Ohio.

The discovery was made by an inspector of the department in Sandusky, Ohio, who saw the consignment of flour ground and if necessary could testify that Ohio winter wheat was used. The flour was consigned to two separate concerns in Washington—both of which were grocery firms. The court upheld the law and ordered the flour condemned.

In the case of one of the firms the flour was branded with the name of a certain Minnesota roller process, followed by the name of the firm to which it was consigned and the words—"Sole Agent, Washington, D. C." The presiding judge upheld the contention of the prosecuting attorney, that the flour was so labeled as to convey the impression that it was ground of wheat grown in Minnesota, whereas it was Ohio winter wheat. In the other instance the label contained the name of the flour, name of the grocery company to whom consigned and the words—"of Washington, D. C." It was held that the name of the flour carried the inference that the flour was the product of the grocery company, of Washington, D. C., although it was manufactured in Ohio by the same firm and of the same kind of wheat as in the case cited above. It was held that the words "Packed for" or "Distributed by" should have been added, as the general public, not being familiar with trade practices, was led to believe that the actual milling was done in Washington, D. C.

The act provides, in this connection, that any article of food, drug, or liquor that is adulterated or misbranded, and is being transported from one State, Territory, District of Columbia, or insular possession to another for sale, is liable to be proceeded against in any district court of the United States, within the district where the same is found, and seized for confiscation by a process of libel for condemnation. The law also

authorizes the destruction or sale of such articles as the court may direct. There is an option, however, which provides, that upon the payment of the costs of the libel proceedings and the execution and delivery of a good and sufficient bond to the effect that such articles will not be sold or otherwise disposed of contrary to the law, the court may direct by order that the articles be delivered to the owner thereof.

When the flour was seized, as referred to above, no objection or defense was offered, although the owners of the flour mill in Ohio were allowed to ship the contents of the cars back to the point of origin, but not until after a surety bond of \$1,500 was required of the defendants to insure a compliance with the court's decree.

As an evidence of the improving business conditions *Success Magazine* reports an increased volume of cash advertising in the December number just put to press compared with the big number a year ago. Other national periodicals of established value and circulation are feeling the better business conditions in the same manner.

The Vreeland-Benjamin Agency's list of "Leading Daily Papers of the United States and Canada, together with their special Eastern Representatives," the fifth edition of which has just been issued, is a welcome and valuable aid to American advertisers.

Frank C. Avery, of the special advertising agency of Kimball & Avery, New York, has sold his interest in the firm to Walter C. Kimball, his partner, and the partnership has been dissolved.

The Boston office of the Canadian Pacific Railroad is making plans for next year's advertising. The list of New England papers now being made up will be submitted to the home office in Montreal. When the list is approved the contracts will be placed.

Boston Evening Record

**Over 80,000
copies daily, in
the City of Boston
and the suburbs**

Commuters take the *Record* home in the evening.

The *Record* is read in more families than any other Boston Evening paper.

Wherever you find a watertap you will find a copy of the *Evening Record*.

For Rates and other information address

PERRY LUKENS, JR.,
New York Representative,
No. 507 Tribune Bldg.

**What the 350,000 Germans
of Philadelphia Read**

The German Gazette

PUBLICATIONS

**MORGEN GAZETTE
SONNTAGS GAZETTE
EVENING DEMOKRAT
PENNSYLVANIA STAATS
GAZETTE**

Examined by Assn. of American Advertisers

The one and only way to reach the great majority of German-speaking people in the City of Homes. 60,000 thrifty Germans own their own homes in Philadelphia.

Write for last combination rates

**THE PHILA. GERMAN DAILY
GAZETTE PUB. CO.
Philadelphia, Pa.**

DO YOU DO?
Business With
PHYSICIANS Sanatoria, Hospitals,
Medical Schools, Etc.
The AMERICAN MEDICAL DIRECTORY
is a necessity to you. Send for
descriptive circular.
AMERICAN MEDICAL ASSOCIATION
103 Dearborn Ave. Chicago

USING NEWS FEATURES.

The Police Department of Providence, R. I., has recently adopted the New York plan of relieving the congestion and traffic blockades in the crowded business sec-

tion, by assigning a special squad of police officers in the downtown district, whose duty it is to keep all traffic on the move. Carriages and automobiles are not allowed

to stand on the principal streets and the women folks are not allowed to gather in clusters in the middle of the sidewalk and carry on protracted talk fests.

A day or two after this rule

Providence Baseball Players, keep the good work. We will give \$500 in gold if you win the pennant!

OUTLET STORE NEWS

Our Store will close Friday at 12 o'clock Noon, on account of Employees' Annual Outing

MOVE ON! — MOVE ON!

We have been doing police duty in every department—all merchandise, signs and lotteries have been given the "move on," "move on" sign.

Our July Clearance Sale at 60c and ends in 5c, unmistakable order to business—black, many headlines—there must be no confusion, no long, tarry stacks here—when these women, and lots of drunks to remember we put a decisive price mark on them to move them on quickly. We go after them with a big stick and price are radically and effectively lowered, so tomorrow our

Tuesday Remnants

WILL BE OF EXCEPTIONAL IMPORTANCE

not only from a quality standpoint, but genuine economy as well



Remnant Specials in Our Upholstery Store TUESDAY ONLY, JULY 31

Remnant Lot 1000 15c
Remnant Lot 1001 8c
Remnant Lot 1002 12c
Remnant Lot 1003 15c
Remnant Lot 1004 9c

9c to 50c SLEEPING GARMENTS
22c

Remnant Lot 500 Military Pad Hose Supporters
17c

Woolen Dress Goods
HALLS REGULAR MARKED PRICES

Remnant Lot 1000 Regular 100 Hose
10c

Remnant Lot 1001 New's Black Underwear
12c

Remnant Lot 1002 Ladies' 50c Lows Slips
24c

Remnant Lot 1003 40 Socks Taps
3 bunches for 5c

Remnant Lot 1004 15c Cold Cream
4c

Remnant Lot 1005 "Hinge" Tuckers
44c

Remnant Lot 1006 CARPET STORE
Tuesday only, July 31

Remnant Lot 1007 18c

Remnant Lot 1008 Regular 100c Twine Bags
17c

Remnant Lot 1009 Pearl Buttons
3 doz. for 5c

Remnant Lot 1010 IRONING Combination
18c

Move-on Clearance Wash Fabrics

Here are 20 items in white and fancy wash fabrics that will go on sale to-morrow morning marked at unparalleled stock-reducing prices. Every item represents this season's newest and choicest fabrics. This unusual sale offers an excellent opportunity to buy in large quantities, for values such as these are certainly rare.

EXTRA SPECIAL!
Regular 5c Printed Lanes
2c

5c
24c
8c
12c
5c
10c
12c

6c
5c
9c
12c
9c
8c
13c
13c

OUTLET

EXTRA SPECIAL!
Regular 10c Spotted Prints
3c

10c
15c
13c
6c
24c
19c
9c

tion, by assigning a special squad of police officers in the downtown district, whose duty it is to keep all traffic on the move. Carriages and automobiles are not allowed

went into effect, the "Outlet," one of the largest department stores, appeared with the accompanying ad as part of its regular display.

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1908 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1908 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1909 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded as the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA

Birmingham, Ledger, dy. Average for 1907, 21,861. Best advertising medium in Alabama.

Montgomery, Journal, dy. Aver. 1907, 9,464. The afternoon home newspaper of its city.

ARIZONA

Phoenix, Republican. Daily aver. 1907, 6,019. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

ARKANSAS

Fort Smith, Times. Daily aver. 1907, 4,188. Largest circulation in city of 35,000.

CALIFORNIA

Oakland, Enquirer. (Consolidation Enquirer and Herald.) Average Aug., 1908, 49,608. Largest circulation in Oakland guaranteed.

Sacramento, Union, daily. The quality medium of interior California.

COLORADO

Denver, Post, has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Col. Cir. is daily, 83,067; Sunday, 81,232.

This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT

Bridgeport, Evening Post, Sworn daily, year 1907, 11,945. Bridgeport's "Want" Medium.

Bridgeport, Morning Telegram, daily. Average for Oct., 1908, sworn, 12,470. You can cover Bridgeport by using Telegram only. Rate 1½¢. per line flat.

Meriden, Journal, evening. Actual average for 1908, 7,880. Average for 1907, 7,743.

Meriden, Morning Record and Republican. Daily average 1908, 7,672; 1907, 7,769.

New Haven, Evening Register, daily. Annual sworn average for 1907, 18,720; Sunday, 12,104.

New Haven, Leader. 1907, 8,727. Only ev'g Republican paper. J. McKinney, Sp. Agt. N.Y.

New Haven, Palladium, dy. Aver. '06, 9,540; 1907, 9,570.

New Haven, Union. Av. 1907, 16,548; first six mos. 1908, 16,569. E. Katz, Special Agt., N. Y.

New London, Day, ev'g. Aver. 1906, 6,104; average for 1907, 6,847; 6 mos., 1908, 6,712.

Norwalk, Evening Hour. April circulation exceeds 3,500. Sworn statement furnished.

Waterbury, Republican. Average 1907, 6,338 morning; 4,400 Sunday. Feb. '08, Sun., 9,922.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday. Daily average for 1907, 35,486 (©).

FLORIDA

Jacksonville, Metropolis. Dy. av. Sept., 1908, 11,432. E. Katz, Special Agent, N. Y.

Jacksonville, Times-Union, morning. Average for September, 1908, 14,189; Sunday, 16,378.

Tampa, Tribune, morning. Average 1907, 12,516. Largest circulation in Florida.

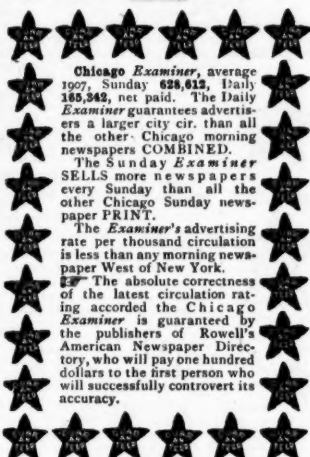
ILLINOIS

Aurora, Daily Beacon. Goes into homes. June, '08, 7,904; July, 8,896; August, 9,469.

Chicago, The American Journal of Clinical Medicine, mo. (\$2 00), the open door to the American Doctor, and through him to the American Public. Av. circulation for past 3 years, 87,794.

Chicago, *Breeder's Gazette*, weekly. \$2. Average for 1907, 74,758. 4 months 1908, 74,330.

Chicago, *Dental Review*, monthly. Actual average for 1906, 4,001; for 1907, 4,018.



Chicago *Examiner*, average 1907, Sunday 628,612, Italy 165,342, net paid. The Daily *Examiner* guarantees advertisers a larger city cir. than all the other Chicago morning newspapers COMBINED.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspaper PRINT.

The *Examiner's* advertising rate per thousand circulation is less than any morning newspaper West of New York.

The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago, *Journal Amer. Med. Ass'n.*, weekly. Av. for '07, 53,217; Jan., Feb., March, '08, 63,067.

Chicago, *National Harness Review*, monthly. 5,000 copies each issue of 1907.

Chicago, *Record-Herald*. Average 1907, daily 161,564; Sunday 216,464. It is not disputed that the Chicago *Record-Herald* has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

The absolute correctness of the latest circulation rating accorded the *Record-Herald* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy

Chicago, The *Tribune* has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The *Tribune* is the only Chicago newspaper receiving (C.O.).

Galesburg, *Republican-Register*, Eve. Sept. av. 6,414. Only paper permitting exam. by A.A.A.

Joliet, *Herald*, evening and Sunday morning. Average for year ending April 30, 1907, 1,371.

Libertyville, *Business Philosopher*, mo.; mercantile. Av. 1907, 16,322. A. F. Sheldon, Ed.

Peoria, *Evening Star*. Circulation for 1907, 21,609.

Peoria, *Journal*, daily and Sunday. Daily average for 1907, 15,262.

INDIANA

Evansville, *Journal-News*. Av. 1907, 18,183. Sundays over 18,000. E. Katz, S. A., N. Y.

Lafayette, *Courier and Call*. 1907 av., 4,423. Only evening paper. Popular want ad medium.

Notre Dame, *The Ave Maria*, Catholic weekly. Actual net average for 1907, 26,113.

Princeton, *Clarion-News*, daily and weekly. Daily average 1907, 1,877; weekly, 2,641.

South Bend, *Tribune*. Sworn average nine months ending Sept. 30, 1908, 9,913.

IOWA

Burlington, *Hawk-Eye*, daily. Average 1907, 9,937. "All paid in advance."

Davenport, *Times*. Daily aver. Oct., 16,967. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, *Capital*, daily. Lafayette Young, Publisher. Circulation for 1907, 41,582. Rate 70 cents per inch, flat. If you are after business in Iowa, the *Capital* will get it for you. First in everything.

Dubuque, *Times-Journal*, morning and evening. Average, 1907, 11,349; Sunday, 12,555.

Washington, *Eve. Journal*. Only daily in county. 1,900 subscribers. All good people.

KANSAS

Hutchinson, *News*. Daily 1907, 4,670; first 5 mos. 1908, 4,787. E. Katz, Special Agent, N. Y.

Lawrence, *World*, daily. Actual average for 1907, 4,217.

Pittsburg, *Headlight*, daily and weekly. Average 1907, daily 6,228; weekly 8,647.

KENTUCKY

Harrodsburg, *Democrat*. Look up its rating. Officially adjudged the model newspaper of Ky

Lexington, *Herald*, mg., dy., av. July, 8,020. Sunday, 9,390. Com. rates with *Eve. Gazette*.

Lexington, *Leader*, Av. '06, evening 5,157, Sun. 6,793; for '07, eve'g, 6,390, Sun. 7,102. E. Katz.

MAINE

Augusta, *Comfort*, monthly. W. H. Gannett, publisher. Actual average for 1907, 1,294,438.

Augusta, *Kennebec Journal*, dy. Av. 1st 6 mos. 1908, 8,209. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1907, daily 10,018; weekly, 28,422.

Phillips, *Maine Woods and Woodsman*, weekly, J. W. Brackett Co. Average for 1907, 8,012.

Portland, *Evening Express*. Average for 1907, daily 12,514. Sunday *Telegram*, 8,825.

Waterville, *Sentinel*. 1907 average, 4,418 daily. The fastest growing paper in Maine.

MARYLAND

Baltimore, *American*. Daily average for 1907, 78,652; Sunday, 91,209. No return privilege.

Baltimore, *News*, daily. Evening News Publishing Company. Average 1907, 77,748. For October, 1908, 78,392.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS

Boston, *Evening Transcript* (©). Boston's tea table paper. Largest amount of week day ad.



Boston, *Globe*. Average 1907, daily. 131,344; Sunday, 305,305. Largest circulation daily of any two-cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon edition for one price.



Boston, *Traveler*, daily. Est. 1825. In Sept., 1908, *The Traveler* gained 664,277 copies in Metropolitan circula'n compared with Sept., 1907. Total circula'n over 85,000. The aggressive evening paper of Boston.



Boston, *Post*, Sept., 1908, daily average, 265,418. Sunday average, 254,407. The Boston *Post's* best July with both editions. *Post* carries more general advertising than any other Boston newspaper. "There's a reason."



Human Life, The Magazine About People. Guarantees and proves over 200,000 copies monthly.

Clinton, *Daily Item*, net average circulation for 1907, 3,012.

Fall River, *Evening News*. The Home Paper. Actual daily average 1907, 7,049.

Fall River, *Globe*. The clean home paper. Best paper. Largest circ. Actual daily av. 1907, 7,580.

Gloucester, *Daily Times*. Every afternoon and evening. Sworn daily av. circulation 1908, 7,342.

Lawrence, *Telegram*, evening, 1907 av. 8,929. Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av. year 1906, 18,068; 1907, average, 16,523. The Lynn family paper. Circulation unapproached in quantity and quality by any Lynn paper.

Salem, *Evening News*. Actual daily average for 1907, 18,261.

Worcester, *Gazette*, eve. Av. 1907, 14,662 dy. Largest eve. circ'n. Worcester's "Home" paper.

Worcester, *L'Opinion Publique*, daily (©). Paid average for 1907, 4,586.

Worcester Magazine, reaches the manufacturers and business men of the country and all Board of Trades. Average 1907, 3,000.

MICHIGAN

Jackson Patriot, Average Aug., 1908, daily 8,436, Sunday 9,386. Greatest net circulation.

Saginaw, *Courier-Herald*, daily. Only Sunday paper; aver. for 1907, 14,749. Exam. by A.A.A.

Saginaw, *Evening News*, daily. Average for 1907, 20,537; October, 1908, 19,576.

MINNESOTA

Duluth, *Evening Herald*. Daily average 1907 23,093. Largest by thousands.

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for 1907, 32,074.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average 1905, 87,187; average for 1906, 100,266; for 1907, 103,583.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach sections most profitably.



CIRCULATION Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. The Sunday *Tribune* average per issue for the year ending December, 1907, was 76,603. The daily *Tribune* average per issue for the year ending December, 1907, was 161,165.



Minneapolis, *Journal*, Daily and Sunday (©). In 1907 average daily circulation, evening only, 76,861. In 1907 average Sunday circulation, 72,878. Daily average circulation for Oct., 1908, evening only, 74,429. Average Sunday circulation for Oct., 1908, 71,180. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$6 per year and terms changed from unlimited credit to strictly cash in advance.) The absolute accuracy of the *Journal's* circulation ratings is guaranteed by the American Newspaper Directory. It is guaranteed to go into more homes than any other paper in its field and to reach the great army of purchasers throughout the Northwest. The *Journal* brings results.



Minneapolis, *Svenska Amerikaniska Posten*. Swan J. Turnblad, publisher, 1907, 84,262.

St. Paul, *Pioneer Press*. Net average circulation for 1907. Daily, 35,718; Sunday, 35,465.

The absolute accuracy of the *Pioneer Press* circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent. of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.



MISSOURI

Joplin, *Globe*, daily. Average, 1907, 17,080. E. Katz, Special Agent, N. Y.

St. Joseph, *New-Press*. Circulation, 1907, 37,388. Smith & Budd, Eastern Reps.

St. Louis, *National Druggist*, Mo. Henry R. Strong, Editor and Publisher. Aver. for 1907, 10,570 (©). Eastern office, 59 Maiden Lane.

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1907, 104,686.

NEBRASKA

Lincoln, *Deutsch-Amerikan Farmer*, weekly. 143,245 for year ending Oct. 30, 1907.

Lincoln, *Frete Press*, weekly. Average year ending Sept. 25, 1907, 142,989.

NEW HAMPSHIRE

Nashua, Telegraph. The only daily in city. Average for 1907, **4,271**.

NEW JERSEY

Asbury Park, Press. 1907, **5,076**. Gained average of one subscriber a day for ten years.

Camden, Daily Courier. Actual average for year ending December 31, 1907, **9,001**.


Jersey City, Evening Journal. Average for 1907, **24,330**. First six months 1908, **24,376**.

Newark, Eve. News. Net daily av. for 1906, **63,023** copies; for 1907, **67,190**; Jan. **69,289**.

Trenton, Evening Times. Av. 1906, **18,237**. Av. 1907, **20,370**; last quarter yr. '07, av. **20,409**.

NEW YORK


Albany, Evening Journal. Daily average for 1907, **16,398**. It's the leading paper.

 **Brooklyn, N. Y. Printers' Ink** says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1907, **82,697**.

Buffalo, Courier, morn. Av. 1907, Sunday, **91,447**, daily, **61,604**; *Enquirer*, evening, **34,670**.

Buffalo, Evening News. Daily average 1905, **94,690**; for 1906, **94,473**; 1907, **94,843**.

Mount Vernon, Argus, eve. Daily av. cir. 6 mos. ending Sept. 30, 1908, **4,476**. Only daily here.

 **Newburgh, Daily News,** evening. Average circulation first quarter 1908, **6,038**. Circulates throughout Hudson Valley. Examined and certified by A. A.

NEW YORK CITY

Army and Navy Journal. Est. 1863. Weekly average, 6 mos. to June 27, '08, **10,169**.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1907, **5,784**.

Bessner's Magazine, Circulation for 1907, **64,416**; soc. per agate line.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1907, **26,641** (©©).

El Comercio, mo. Spanish export. J. Shepard Clark Co. Average for 1907, **8,639**—sworn.

Leslie Weekly, 225 Fifth Ave., W. L. Miller, Adv. Mgr. **120,000** guaranteed.

The People's Home Journal. **564,416**, mo. Good Literature, **458,666** mo., average circulations for 1907—also to paid-in-advance subscribers. F. M. Lupton, pub., Inc. Briggs & Moore, Westn. Reprs., 1438 Marquette Bldg., Chicago.

The Tea and Coffee Trade Journal. Average circulation for year ending October, 1908, **10,201** October, 1908, issue, **10,600**.

The World. Actual aver. for 1907, Mor., **345,424**. Evening, **406,173**. Sunday, **483,336**.

Poughkeepsie, Star, evening. Daily average for first six months 1908, **4,456**; June, **4,591**.

Schenectady, Gazette, daily. A. N. Liecby. Actual Average 1906, **10,309**; for 1907, **17,162**.

Syracuse, Evening Herald, daily. Herald Co., pub. Aver. 1907, daily **38,809**; Sunday, **41,130**.



Troy, Record. Average circulation 1907, **20,163**. Only paper in city which has permitted A. A. examination, and made public the report.

Utica, National Electrical Contractor, mc. Average for 1907, **2,642**.

Utica, Press, daily. Otto A. Meyer, publisher. Average for year ending July 31, 1908, **16,087**.

OHIO

Akron, Times, daily. Actual average for year 1906, **8,977**; 1907, **9,551**.

Ashtabula, Amerikan Sanomat Finnish. Actual average for 1907, **11,120**.

Cleveland, Plain Dealer. Est. 1841. Act. daily and Sunday average 1907, **74,911**; Sunday, **88,373**, Sept., 1908, **81,049** daily; Sunday, **91,683**.

Columbus, Midland Druggist, a journal of quality for advertisers to druggists of the Central States.

Dayton, Journal. 1907, actual average, **21,917**.

Springfield, Farm and Fireside, over $\frac{1}{2}$ century leading Nat. agricult'l paper. '07, **447,346**.

Springfield, Poultry Success, monthly av. 1907, **33,260**. 2d largest published. Pays advertisers.


Youngstown, Vindicator. D'y av. '07, **14,768**; Sy., 10,017; LaCoste & Maxwell, N. Y. & Chicago.


OKLAHOMA

Muskogee, Times-Democrat. Average 1906, **5,514**; for 1907, **6,659**. E. Katz, Agent, N. Y.

Oklahoma City, The Oklahoman. 1907 aver., **20,152**; Sept., '08, **28,276**. E. Katz, Agent, N. Y.

OREGON

 **Portland, Journal,** has larger circulation in Portland and in Oregon than any other daily paper. **Portland Journal,** daily average 1907, **28,806**; for Sept., 1908, **30,107**. Vreeland-Benjamin, Representatives, New York and Chicago.

 **Portland, The Oregonian,** (©©). For over fifty years the great newspaper of the Pacific Northwest—more circulation, more foreign, more local and more classified advertising than any other Oregon newspaper. July circulation, daily average, **34,662**; Sunday average **43,406**.

PENNSYLVANIA

Chester, Times, ev'g d'y. Average 1907, **7,640**. N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.

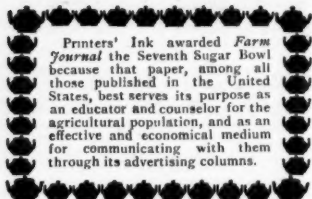
Erie, Times, daily. Aver. for 1907, **18,511**; Sept., 1908, **18,564**. E. Katz, Special Agt., N. Y.

Harrisburg, Telegraph. Sworn av. Aug., 1908, **15,370**. Largest paid cir. in Hars'bg or no pay.

Philadelphia, The Bulletin, net paid average for September, **228,140** copies a day. "The Bulletin every evening goes into nearly every Philadelphia home."

Philadelphia, The Camera, is the only best photographic monthly. It brings results. Average for 1907, **8,800**.

Philadelphia, Confectioners' Journal, mo. Average 1906, **5,514**; 1907, **5,514** (©©).



Printers' Ink awarded *Farm Journal* the Seventh Sugar Bowl because that paper, among all those published in the United States, best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns.

Philadelphia. The *Press* is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1907, 102,993; the Sunday *Press*, 124,006.

West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1907, 13,687. In its 35th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York, Dispatch and Daily. Average for 1907, 18,124.

RHODE ISLAND

Pawtucket, Evening Times. Average circulation, 1907, 17,903—sworn.

Providence, Daily Journal. 13,872 (©). Sunday, 26,189 (©). *Evening Bulletin*, 37,061 average 1907. *Bulletin* average for 1st 6 mos. 1908, 46,881 daily.

Westerly, Daily Sun. Aver. cir. for August, 4,923 (sworn). Largest in south of Providence.

SOUTH CAROLINA

Charleston, Evening Post. Actual daily average 6 mos., 1908, 4,686; June, 6,124.

Columbia, State. Actual average for 1907, daily (©) 13,062 Sunday, (©) 13,887. Semi-weekly, 2,991. Actual average for first six months of 1908, daily (©) 13,914; Sunday (©) 14,110.

Spartanburg, Herald. Actual daily average circulation for first six months of 1908, 3,339.

TENNESSEE

Chattanooga, News. Average for 1907, 14,453. Only Chattanooga paper permitting examination circulation by A. A. A. Carries more advertising in 6 days than morning paper 7 days. Greatest Want ad medium. Guarantees largest circulation or no pay.

Knoxville, Journal and Tribune. Week day av. year ending Dec. 31, 1907, 14,694. Week-day av. January and February, 1908, in excess of 18,000.

Memphis, Commercial Appeal, daily, Sunday, weekly, 1907, average: Daily, 42,046; Sunday, 61,773; weekly, 80,078. Smith & Budd, Representatives, New York and Chicago.

Nashville, Banner, daily. Average for year 1906, 31,456; for 1907, 36,206.

TEXAS

El Paso, Herald, Jan. av. 9,003. More than both other El Paso dailies. Verified by A. A. A.

VERMONT

Barre, Times, daily. F. E. Langley. Av. 1905, 3,827; 1906, 4,112; 1907, 4,538. Exam. by A. A. A.

Burlington, Free Press. Daily average for 1907, 3,415. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier, Argus, dy., av. 1907, 3,126. Only Montpelier paper examined by the A. A. A.

Rutland, Herald. Average, 1907, 4,391. Only Rutland paper examined by the A. A. A.

St. Albans, Messenger, daily. Average for 1907, 3,332. Examined by A. A. A.

VIRGINIA

Danville, The Bee. Av. 1907, 2,711; Oct., 1908, 3,072. Largest circulation. Only evening paper.

WASHINGTON

Seattle, Post-Intelligencer (©). Av. for Feb., 1908, net—Sunday, 39,446; Daily, 32,083; Weekday, 30,874. Only sworn circulation in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service, greatest results always.

Tacoma, Ledger. Average 1907, daily, 17,482. Sunday, 28,002.

Tacoma, News. Average 1907, 16,536; Saturday, 17,610.

WEST VIRGINIA

Piedmont, Business Farmer, monthly. Largest farm paper circulation in West Virginia.

WISCONSIN

\$58,000 Cash in September

One industry at Janesville, Wisconsin paid out to the growers of produce \$58,000 during September. This money goes directly into the field of the Janesville (Wis.) Gazette and is but a small part of the immense cash resource which makes this field attractive to the advertiser. There are 35,000 of the population of Southern Wisconsin touched by the Janesville Gazette. A. W. Allen, 1502 Tribune Building, Chicago, Ill. M. C. Watson, 34 West 35d St., New York City

Madison, State Journal, daily. Actual average for 1907, 8,056.

Milwaukee, Evening Wisconsin, daily. Average 1907, 28,082 (©). Carries largest amount of advertising of any paper in Milwaukee.

Milwaukee, The Journal, eve., ind. daily. Daily average for 12 months, 54,869; for Sept., 1908, 56,044; daily gain over Sept., 1907, 4,398. 50¢ of Milwaukee homes at 7 cents per line.

At 7 cents per line, flat, the *Journal* carries your announcements into 50¢ of all Milwaukee homes. It requires the combination of the other four publications (at about 21 cents per line) to reach the remaining 50¢.

The *Journal* leads all Milwaukee papers in volume of advertising carried, including dailies with Sunday issues added. The *Journal* is the great classified medium of the State. The *Journal* has made a gain in both circulation and advertising every week in 1908 over 1907.

Oshkosh, Northwestern, daily. Average for 1907, 5,680. Examined by A. A. A.



Racine, *Journal*, daily. Average for the last six months, 1907, 4,376.



THE WISCONSIN AGRICULTURIST

Racine, Wis., Established, 1871. Actual weekly average for year ended Dec. 30, 1907, 66,317. Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office. Temple Ct. W. C. Richardson, Mgr.

WYOMING

Cheyenne, *Tribune*. Actual net average six months, 1908, daily, 4,577; semi-weekly, 4,420.

BRITISH COLUMBIA

Vancouver, *Province*, daily. Av. for 1907, 13,846; Sept., 1907, 14,730; Sept., 1908, 15,408. H. DeClerque, U. S. Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg, *Free Press*, daily and weekly. Average for 1907, daily, 36,882; daily Sept., 1908, 38,997; weekly aver. for month of Sept., 26,770.

Winnipeg, *Der Nordwestern*. Canada's German newspaper. Av. 1907, 16,546. Rates 50c. in.

Winnipeg, *Telegram*, Average daily, Aug., 1908, 26,006. Weekly aver., 28,000. Flat rate.

QUEBEC, CAN.

Montreal, *La Presse*. Actual average, 1907, daily 103,828, weekly 80,197.



Montreal, *The Daily Star* and *The Family Herald and Weekly Star* have nearly 200,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. Av. circ. of the *Daily Star* for 1907, 62,837 copies daily; the *Weekly Star*, 129,338 copies each issue.

The Want-Ad Mediums

A Large Volume of Want Business Is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

COLORADO

WANT advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word.

THE Denver Post prints more paid Want Advertisements than all the newspapers in Colorado combined.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (☉), carries double the number of Want Ads. of any other paper. Rate 1c. a word.

ILLINOIS

THE Champaign *News* is the leading Want ad medium of Central Eastern Illinois.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

THE Chicago *Examiner* with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

THE *Tribune* publishes more Classified Advertising than any other Chicago newspaper.

INDIANA

THE Indianapolis *News*, the best medium in the Middle West for Mail-order Classified Advertising carries more of it than all the other Indianapolis papers combined, its total in 1907 being 269,807 ads (an average of 919 a day)—23,331 more than all the other local papers had. The *News'* classified rate is one cent a word, and its daily paid circulation over 75,000.

THE INDIANAPOLIS STAR

Publishes more classified advertising than any other paper in Indiana.

During the first six months of 1908 THE Star carried 223.30 columns more paid WANT advertising than was claimed by its nearest competitor.

Rate, Six Cents Per Line.

MAINE

THE *Evening Express* carries more Want Ads than all other Portland dailies combined.

MARYLAND

THE Baltimore *News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston *Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston *Globe*, daily and Sunday, for the year 1907, printed a total of 446,736 paid Want Ads. There was a gain of 1,979 over the year 1906, and was 230,163 more than any other Boston paper carried for the year 1907.



MINNESOTA

THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.



THE Minneapolis *Journal*, daily and Sunday, carries more Classified Advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in Oct. 177,000 lines. Individual advertisements, 25,604. Eight cents per agate line per insertion, if charged. No ad taken for less than 24 cents. If cash accompanies order the rate is 1 cent a word. No ad taken less than 20 cents.



CIRCULATION THE Minneapolis *Tribune* is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 140 columns of Want advertisements every week at full price (average of two pages a day); no free ads, price covers both morning and evening issues. Rate, 10 cents per line. paper *Di'tory* Daily or Sunday.



THE St. Paul *Dispatch*, St. Paul, Minn., covers its field. Average for 1907, 68,671.

MISSOURI

THE Joplin *Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE Anaconda *Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1907, 11,987 daily; 15,000 Sunday.

NEW JERSEY

THE Jersey City *Evening Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

THE Newark, N. J. *Freie Zeitung* (daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

PRINTERS' INK, published weekly. The recognized and leading Want Ad Medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, advertising, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

OHIO

IN a list of 100 recognized classified advertising mediums, only two produced results at a lower cost than the *Cincinnati Enquirer*. A word to the wise is sufficient. You want results.

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE *Oklahoman*, Okla. City, 28,276. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE *Daily Telegraph*, St. John, N. B., is the Want Ad Medium of the maritime provinces. Largest circulation and most up to date paper of Eastern Canada. Wants ads one cent a word. Minimum charge 25 cents.

THE *La Presse*, Montreal. Largest daily circulation in Canada without exception. (Daily 103,828—sworn to.) Carries more Want Ads than any newspaper in Montreal.

THE Montreal *Daily Star* carries more Want Advertisements than all other Montreal dailies combined. The *Family Herald* and *Weekly Star* carries more Want Advertisements than any other weekly paper in Canada.

(○○○) Gold Mark Papers (○○○)

Out of a grand total of 22,502 publications listed in the 1908 issue of Rowell's American Newspaper Directory, one hundred and twenty-one are distinguished from all the others by the so-called gold marks (○○○).

ALABAMA

The Mobile *Register* (○○○). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to the *Evening and Sunday Star*. Average, 1907, 35,486 (○○○).

GEORGIA

Atlanta *Constitution* (○○○). Now, as always, the Quality Medium of Georgia.

Savannah *Morning News*, Savannah, Ga. The *Daily Newspaper for Southern Georgia*. C. H. Eddy, New York and Chicago Representative.

ILLINOIS

Bakers' Helper (○○○), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The *Inland Printer*, Chicago (○○○). Actual average circulation for 1905, 15,866.

Tribune (○○○). Only paper in Chicago receiving this mark, because *Tribune* ads bring satisfactory results.

KENTUCKY

Louisville *Courier-Journal* (☉☉). Best paper in city; read by best people.

MAINE

Lewiston *Evening Journal*, daily, average for 1907, 7,784; weekly, 17,545 (☉☉); 7.44% increase daily over last year.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (☉☉).

Boston *Commercial Bulletin* (☉☉). Reaches buyers of machinery for wool and cotton manufacturers. Est. 1859. Curtis Guild & Co., Pub.

Boston *Evening Transcript* (☉☉), established 1830. The only gold mark daily in Boston.

Springfield (Mass.) *Republican* (☉☉). Has quantity and quality of circulation.

Worcester *L'Opinion Publique* (☉☉), is the only Gold Mark French daily in the U. S.

MINNESOTA

The Minneapolis *Journal* (☉☉). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(☉☉) Minneapolis, Minn., \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (☉☉).

NEW YORK

Army and Navy Journal, (☉☉). First in its class in circulation, influence and prestige.

Brooklyn *Eagle* (☉☉) is THE advertising medium of Brooklyn.

Century Magazine (☉☉). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

Dry Goods Economist (☉☉), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (☉☉). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interest of the world. MCGRAW PUBLISHING COMPANY.

Electrical World (☉☉). Established 1874. The great international weekly. Cir. audited, verified and certified by the Association of American Advertisers. Av. weekly cir. during 1907 was 18,294. MCGRAW PUBLISHING CO.

Engineering News (☉☉). The leading engineering paper of the world; established 1874. Reaches the man who buys or has the authority to specify. Over 16,000 weekly.

The Engineering Record (☉☉). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

New York *Herald* (☉☉). Whoever mentions America's leading newspapers mentions the *New York Herald* first.

The Evening Post (☉☉). Established 1807. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*." —Printers' Ink.

LIFE without a competitor. Humorous, clever, artistic, satirical, dainty, literary. The only one of it's kind—that's LIFE.

Scientific American (☉☉) has the largest circulation of any technical paper in the world.

New York *Times* (☉☉). One of three morning papers with a daily N. Y. C. sale of over 100,000.

New York *Tribune* (☉☉), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, that goes to the homes of the great middle class.

Vogue (☉☉) carried more advertising in 1906, 1906, 1907, than any other magazine of gen. cir.

OHIO

Cincinnati *Enquirer* (☉☉). In 1907 the local advertising was 33½% more than in 1906. The local advertisers know where to spend his money. The only Gold Mark paper in Cincinnati.

OREGON

The *Oregonian*, (☉☉), established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The *Press* (☉☉) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of *The Daily Press*, for 1907, 102,993; The *Sunday Press*, 124,006.

THE PITTSBURG
(☉☉) DISPATCH (☉☉)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence *Journal* (☉☉), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The *State* (☉☉), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA

The Norfolk *Landmark* (☉☉) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON

The *Post Intelligencer* (☉☉). Seattle's most progressive paper. Oldest in State; clean, reliable, influential. All home circulation.

WISCONSIN

The Milwaukee *Evening Wisconsin* (☉☉), the only gold mark daily in Wisconsin.

CANADA

The Halifax *Herald* (☉☉) and the *Evening Mail*. Circulation 15,558. flat rate.

The *Globe*, Toronto (☉☉), brought 87 replies, to 40 and 20 of two next highest papers.

NIGHT & DAY

AT the beginning of this year we supplemented our Art Department by the addition of a night staff.

Its success was instantaneous.

This night staff is adequate in numbers, experience and versatility, to maintain the standard of quality associated with the name of The Ethridge Company in the minds of the advertising public.

The advertiser, or the advertising agent who finds himself at the close of business, or during the evening, to be in immediate and urgent need of a finished drawing or a series of

rough sketches, will now have a place to turn for prompt and satisfactory service, and to secure whatever he may need for inspection in the morning, or for shipment out of town that same night.

It should be stated that the establishment of this night staff is not an experiment, but is made necessary by the constantly increasing pressure upon the resources of our Art Department.

With the general resumption of business activity our night staff will be of special value to those who find themselves in need of quick action in the preparation of new advertising matter.

THE ETHRIDGE COMPANY

41 Union Square, New York City

Telephones { 4848 Stuyvesant
 { 4847 Stuyvesant

COMMERCIAL ART CRITICISM

By GEORGE ETHRIDGE, 41 Union Square, N. Y.

Readers of Printers' Ink Will Receive Free of Charge Criticism of Commercial Art Matter Sent to Mr. Ethridge

The man who makes the advertisements which appear in the agricultural publications has so much to do that he can't be expected to

chinery, take plenty of room in which to show it, and let it be the predominating feature. If there isn't space enough in which to show it well, or it has no individual characteristics which can be made plain in a picture—don't try to show it at all.

* * *

It is a fortunate thing that this Reeves & Co. advertisement is headed "The Plow for You," otherwise nobody would ever have known that there was a plow in the picture. It looks more like an airship hitched to a dredge than like anything else within human knowledge.

Knowing that it is a plow, it be-

LAUSON "FROST KING" GASOLINE & OIL ENGINES



The Lawson "Frost King" Gasoline Engines are made of the best materials and are so economical and durable that they will last a life-time. They start easily without a crank, are frost-proof and cannot freeze.

2 GENTS WILL CUT A TON AND A HALF OF ENILAGE, OR WILL PUMP 2,000 GALLONS OF WATER (50-FOOT LIFT)

Can you do it for that by your present method? Write to us, state the power you require, and we will send you costs and our handsome new catalogue FREE. Mention your dealer.

THE JOHN LAUSON MFG. CO.
306 N. W. Street
New Holstein,
Wis.



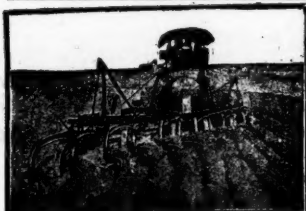
5 TO 20
HORSE
POWER

Don't Fail, to See Our Big Exhibit at the State Fair.

QUESTION NO. 39: How Many FROST KING Engines Are in Our Tent and Machinery Hall?

do all of it well. He is here designated in the singular number, for the reason that all the advertisements appearing in the publications in question are so much alike that it seems as if they must all be the work of one man. The little engine advertisement shown here is a good example of this peculiar type of advertising. There is almost always a picture of some complicated piece of machinery, no matter how small the advertisement may be—and sometimes two or more such pictures.

Attempts to make a small advertisement containing pictures of this nature look striking or attractive are almost always a failure. The remedy is simple enough. If you want to show an engine, or any other piece of ma-



THE PLOW FOR YOU IS THE Reeves Flexible Frame Steam Lift Engine Gang Plow

And you can procure it in sizes suitable for small or large power, small or large farms and for use in connection with any make of Steam Traction Engine.

The Reeves Engine Gang Plow is the only fully successful Engine Gang Plow—for it is the only one adapted to all conditions of land. It is equally satisfactory on rough or rolling land, as on level fields. It is suitable for use in small or large fields. You should have one now for fall work. You can not do your own plowing but the plowing of the entire community. Your plow is sure to prove a most profitable investment.

This Plow and the Reeves Flowing Traction Engine are fully described in a large catalog on Flowing which is sent free upon request. This catalog is full of illustrations of plowing scenes, and contains telling letters from users of both Plow and Engine. Send for it today.

REEVES & CO., 100 Fifth St., COLUMBUS, IND.

comes evident that it must be a big one, and the futility of attempting to show such a large implement in so small a space should

be apparent to even an amateur advertiser.

It might be done fairly well by a line drawing without much detail in it—but never by a photographic reproduction.

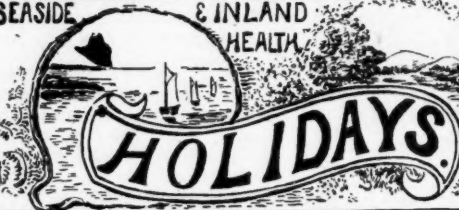
* * *

This Great Central Railway ad-

in this advertisement in very closely imitating a dried-up and unappetizing piece of gingerbread. It is not too harsh to say that the ancient stock cut used as a border for this advertisement is absolutely the worst thing which could have possibly been chosen.

GREAT CENTRAL RAILWAY

SEASIDE & INLAND HEALTH RESORTS



*EXPRESS CORRIDOR & BUFFET TRAINS, TOURIST TICKETS ISSUED DAILY.
CHEAP EXCURSIONS EVERY WEEK.*

TO OVER 600 SEASIDE & HEALTH RESORTS IN THE MIDLANDS,
NORTH of ENGLAND, SCOTLAND & IRELAND.

A.B.C. PROGRAMMES etc OBTAINABLE FREE AT MARYLEBONE
STATION TOWN OFFICES & AGENCIES on DEAN & DAWSON'S, 82, STRAND
W.C. & BRANCHES.

SAM FAY General Manager.

NO. 1

vertisement shows how some people still do it in England. In some lines of business advertisers abroad come very near to achieving those elements of strength and attractiveness which are associated with good advertising in this country, but railroad advertising, particularly in England, seems to lag far behind the procession.

There are a number of American railroads whose advertising is remarkably strong and winsomely beautiful, and foreign transportation publicity might do far worse than imitate it.

The illustration marked No. 2 suggests the manner in which this advertisement should be illustrated, according to American ideas.

* * *

The American Moving Picture Machine Company has succeeded

The little cuts in the body of the advertisement are in them-

SATISFACTION GUARANTEED OR MONEY REFUNDED



SAVES TIME, LABOR AND MONEY
IMPROVES AND PERMANENTS

Painters' and Decorators' Striping and Stencil Wheel



SIMPLE, CLEAN AND RAPID
Price for complete outfit - \$3.50
(including of rollers and 25 Stencils & 1 Standard Wheel)



FOR ABOVE TYPE MACHINES ONLY - NOT OF OTHER MAKE WHEN
USED IN PAINTING - NOT THE BEST

AMERICAN MOVING PICTURE MACHINE CO.
INCORPORATED CAPITAL \$25,000.00
SOLE DISTRIBUTORS AND MANUFACTURERS
101 BEEKMAN STREET NEW YORK CITY

selves indistinct and confusing enough without surrounding them by this mass of twists and curlicues.

* * *

An old Scotchman was asked to join the fighting ranks at the front

at his humble cot, he shook his head after much deliberation. "No," he answered, "I love the flag but I love home better; I guess I'll protect it first."

The Austin Motor Co., Ltd., flash the striking headline across

GREAT CENTRAL RAILWAY



NO. 2

and leave everything behind for his flag. When an officer called

their space: "Why Not Be Loyal," and stick by it. While they sell automobiles the good old flag has been extolled pictorially to the sad disqualification of the car in question. This advertisement should sell all the flags in England.

A SUGGESTION THAT OUGHT TO BE ADOPTED.

APPLETON'S MAGAZINE.
35 West 32nd St.,
New York.

October 28, 1908.

Editor of PRINTERS' INK:

It seems to me that the advertisers and the advertising agencies should promptly notify publishers of any change in their staff so that the mailing lists could be corrected. Very often the information is not secured until personal calls are made, which is a rather slow process. In your issue of October 14th two such changes are mentioned, which again demonstrates the value of PRINTERS' INK to members of our profession.

Very truly yours,
H. T. RODMAN,
Advertising Manager.

WHY NOT BE LOYAL?
AND BUY
AN
AUSTIN CAR
LESS RISK.
LESS COST.
MORE SATISFACTION.

THE AUSTIN MOTOR CO., LTD.
LONDON AND NEW YORK

WAGON ADS THAT SCORE.

HOW A RETAILER ALMOST HIT THE MARK AND MISSED BY ONLY A NARROW MARGIN—IMPORTANCE OF THE PERSONAL TONE IN TALKING ABOUT WHAT YOU HAVE TO SELL—HOW TO AROUSE INTEREST—THE GUARANTEE AND HOW IT SHOULD BE TREATED.

JUST WAGONS

I have never had a better lot of wagons in all my business experience, and if in need of a wagon it will pay you to investigate now, while you can get a better selection from a full stock. I particularly call attention to the

BUSINESS, DELIVERY,
FARMERS, MARKET AND
TEAM WAGONS

that I have on exhibition. My wagons are the very best that are made; not the lowest in price but the cheapest in the long run. I have handled these grades for years and they have always given the best satisfaction. All my wagons are sold under an absolute guarantee.

Keep in mind the beautiful line of sleighs and sleds I will have on exhibition this fall.

EVAN DALRYMPLE,

41 North 4th St., Easton, Pa.

Here is an ad that narrowly escaped being good. It has the strong personal tone. It is a regular sales talk. It sounds earnest and honest. But it generalizes, as do nearly one-half of the retail ads to be found in the country papers.

This ad gets attention by its unusual headline—"Just Wagons,"—and that suggests a singleness of purpose and concentration which command approval. And then the advertiser says, as he would in a letter or to a prospective customer, or even to the folk at home, "I have never had a better lot of wagons in all my business experience," which implies an experience that has qualified him to judge of qualities.

All that is good—excellent. And so is the hint about investigation, and buying from a full stock.

But right there, where he should have walked the customer over to one of his wagons, figuratively speaking, and said, "Now, take this delivery wagon, for instance," and then told something about that

particular wagon, he merely waved his hand in the direction of the stock, and said, "I particularly call attention to the Business, Delivery, Farmers' Market and Team Wagons." In other words, he particularly called attention to nothing in particular.

Would he have said anything like that to a prospective customer? Probably not. If he knew what kind of a wagon the prospect was interested in he would have marched his man straight to that kind of a wagon. He would have said something definite about that particular wagon, and would have played up that wagon, or one of its type, so strong that his prospect would hardly have been conscious that there was another wagon, or at least, any other kind of a wagon, on the floor.

If he didn't know what kind of a wagon his caller wanted, and didn't want to ask him, he would simply hazard a guess and expatiate on the merits of some one wagon as being more or less common to the whole, going down the line, perhaps, till he struck the kind of a wagon that was wanted, and at each stop, driving home a little harder the conviction that all his wagons are good.

Of course, that wouldn't be the best way to do it. The best way would be to draw out from the customer as promptly and diplomatically as possible what kind of a wagon he had in mind and steer him straight for one of that kind. But that can't be done in advertising, so it is necessary to assume that a certain number of readers will be interested in a particular kind of wagon and print definite information about one wagon of that kind, unless there is room to cover more than one and do it well.

Take, for instance, a delivery wagon of a popular type and simply take it to pieces, telling what material each of several important parts are made of, and why, giving sizes, etc., where they constitute a part of the selling argument. In the next ad, take a market wagon, and so on, tacking on in each case a brief statement re-

(Continued on page 63)

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. No order accepted for less than 60 cents.

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is the only one which cleanses the stencil immediately after the imprint is made—the vital point in stencil addressing. Used by **PRINTERS' INK, BUTTERICK PUBLISHING CO., McCLURE'S MAGAZINE, CURRIER PUB. CO.** and a majority of the large publishers throughout the country. ADDRESSING DONE AT LOW RATES. MACHINES FOR SALE.

Wallace & Company, 29 Murray St., New York

ADVERTISING AGENCIES

D. A. O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical Journal Advg. exclusively.

H. W. KASTOR & SONS ADVERTISING CO., Laclede Building, St. Louis, Mo.

KLINE ADV. AGENCY, ELLICOTT SQ., BUFFALO, N. Y. Mail-order campaigns.

ALBERT FRANK & CO., 25 Broad St., N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

MANUFACTURERS' Advertising Bureau, 237 Broadway (opp. P. O.), New York. Ads in the Trade Journals our specialty. Benj. R. Western, Proprietor. Established 1877. Booklet.

THE BOLTON ADVERTISING BUREAU, 66 John R. Street, Detroit, Mich., makes a specialty of Manufacturer's needs. Furnishes photo copies, engraved cuts and written copy, that sells the goods. Send catalogues and get estimates.

ADVERTISING MEDIA

THE Saturday Evening Post covers every State and Territory.

ASK Robert Tones, 116 Nassau St., New York. Eastern representative of "Ohio Select List," of which it is a member, if the Troy (Ohio) Record ever cuts its rates. All its concessions are stated on rate card. Send for copy.

BOOKS

"**THE GINGER BUG**" gingers up the selling force. Get one for every salesman. A little book of live talk by Frank Farrington. Sample 10 cents post paid. **MERCHANTS' HELPS PUB. CO.**, Delhi, N. Y.

COIN CARDS

\$3 PER 1000. Less for more; any printing, The **COIN WRAPPER CO.**, Detroit, Mich.

FOR SALE

FOR SALE—Goss Perfecting Press in good condition, together with complete stereotyping outfit. Prints 10,000 four-page papers per hour, ready for mailing. Price \$1,000 F. O. B. South Omaha. It cost \$7,500. Write for further particulars. **DAILY DROVERS JOURNAL-STOCKMAN**, South Omaha, Neb.

HALF-TONES

PERFECT copper half-tones, 1 col., \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.**, Youngstown, Ohio.

HALF-TONES for the newspaper or catalogue. Line Cuts. Designs. Electrotypes. **THE STANDARD ENGRAVING CO.**, 560 7th Avenue, Times Square.

NEWSPAPER HALF-TONES. 2x3, 75c; 3x4, \$1; 4x5, \$1.60. Delivered when cash accompanies the order. Send for samples. **KNOXVILLE ENGRAVING CO.**, Knoxville, Tenn.

LETTER HEADS

500 Each Letter Heads, Envelopes, Business Cards, Bill Heads, Statements, and Memo Blanks, fine quality bond paper \$8.95; 1000 each \$12.90. 500 each, good quality, \$7.90; 1000 each \$11.65. Artistically printed in any one color. Beautiful panoramic Photo-Gelatine art nature print, handsomely mounted, free with every cash order. **BARTON & SPOONER CO.**, Cornwall-on-Hudson, N. Y.

MACHINERY

Second-Hand Presses and Printing Machinery

We have on hand a large stock of second-hand Printing Presses and other printing machinery which we are selling at bargain prices to reduce the stock

Write us for an Estimate on Anything Required

American Type Founders Co.

203 and 205 CHICAGO, ILL.
Monroe Street

MAGAZINES

"DOLLARS AND SENSE" (Col. Hunter's Great Book) free with ADVERTISERS' MAGAZINE one year at 50 cents. Indispensable to business men who advertise. Best "Ad-School" in existence. Sample magazine free. ADVERTISERS' MAGAZINE, 737 Commerce Building, Kansas City, Mo.

NAMES FOR SALE

TEACHERS' names—Any county in Ohio. Just col'd. Record Educational Co., Madisonville, O.

ADDRESSES of 5,000 BANKERS, BANK DIRECTORS and BANK CLERKS. Latest revised list. For information and prices address, "MANAGER," Lock Box 728, Pittsburgh, Pa.

PAPER

BASSETT & SUTPHIN, 54-60 Lafayette Street, New York City. Coated papers a specialty. Diamond B Perfect White. Write for high-grade catalogues.

PATENTS

PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. E. B. & A. B. LAOEY, Washington, D. C. Established 1869.

PUBLISHING BUSINESS OPPORTUNITIES

Trade Papers

Many good openings from \$2,500 up. Now that election is over Trade papers should boom. Write, phone, or call on

HARRIS-DIBBLE COMPANY
Brokers in Publishing Property
285 Broadway, New York

PREMIUMS

PREMIUMS


To publishers, merchants and others who use premiums. We have something you ought to know about. We will prove this if you send postal card inquiry. Address BOX 3164, Boston, Mass.

PRINTING

PHOTO-GELATINE printing for the art and advertising trades, effective and lasting. Barton & Spooner Co., Cornwall-on-Hudson, N. Y.

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. THE BOUTON PRESS, drawer 98, Cuba, N. Y.

SUPPLIES



Dennison's
TAGS AND BUSINESS HELPS
will put you in touch with more business.
Information and catalogue sent on request.
Dennison Manufacturing Company
Boston New York Philadelphia Chicago St. Louis

MR. PUBLISHER: You ought to have Bernard's Cold Water Paste in your circulation dept' for pasting mailing wrappers: clean, convenient and cheap. Sample free. BERNARD'S PASTE DEPT., 71 Dearborn Street, Chicago.

WANTS

SHOE FACTORY wants man to solicit mail orders. WRIGHT, Berlin, Wis.

AGENTS wanted to sell ad novelties; 25¢ com. 3 samples, 10c. J. C. KENYON, Owego, N. Y.

EDITOR (Author)—High class, versatile, wants position, moderate salary, city or country. Address "R," Printers' Ink.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

ADVERTISING Manager past 4 years leading daily newspaper, city 50,000, desires change. American 34, married, 12 years ad-writer, solicitor. Result producer; good appearance and address. A-1 references. "ENERGETIC," care Printers' Ink.

WANTED—Advertising, Newspaper and Magazine Managers, Reporters, Superintendents, Specialists and Office Men. We cover the entire advertising and publishing field. Write to-day. HAPGOODS, 305 Broadway, New York, or 1010 Hartford Building, Chicago.

ADVERTISING ARTIST AND ILLUSTRATOR will give part time to trade or other publication or company. Long experience in every phase of advertising art with best agencies and magazines. Know printing and engraving thoroughly. Address "N. B. G.," Printers' Ink.

POSITIONS NOW OPEN—Adv. mgr., department store experience, Northwest, \$50; adv. agency man, Mass., \$30-\$35; adv. mgr., Ill., \$30; bus. mgr., N. J.; cir. mgr., N. Y., \$20; editors, Pa., N. Y., O., La., \$20 to \$30; also good openings for linotype operators and reporters. Booklet sent free. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

POSITION WANTED as classified advertising manager. Now employed in this capacity on the greatest daily in the northwest. Thoroughly familiar with every detail of advertising. Want to take hold in a field offering greater opportunities. Hard worker and know how to get results. A No. 1 references. Address "S. E. A.," care Printers' Ink.

EXPERIENCED advertising man wanted for a salaried position in the offices of automobile concern doing an extensive business. Applicant must have executive ability, be able to create his own facilities and capable of conceiving and working out ideas, in which he would have every reasonable co-operation. Splendid opportunity for a wide-awake energetic man. Address J. P. MULLER, 1552 Broadway, New York City.

YOUNG MEN AND WOMEN of agility who seek positions as adwriters and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED—Position on daily paper in city of 15,000 to 50 000 as advertising or business manager. Position must afford opportunity to become part owner, after such time as connection proves satisfactory to all concerned. Thoroughly experienced in editorial and advertising, local and foreign, departments. Capable of estimating on all kinds of job printing. Successfully managed two papers and estimating for large job office. Never out of employment; married and 33 years of age. Address "C. D.," care Printers' Ink.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$25,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply. **GEORGE H. POWELL**, Advertising and Business Expert, 768 Metropolitan Annex, N. Y.

"LETTERINE"

We want every dealer or clerk who makes window cards or price tickets to try "Letterine." **SPECIAL OFFER.**—Send us six cents in stamps and we will send you a large sample bottle free. "Letterine" dries jet black and beautiful gloss. Made also in colors. **THADDEUS DAVIDS CO.**, 95-97 Vandam St., New York. Established 1827.

WAGON ADS THAT SCORE.

(Continued from page 60)

garding other wagons in this same general class.

In this way, each ad may be made to hit and "dent" somebody who wants or is going to want the kind of a wagon it describes; and to hit and "dent" one buyer's mind is infinitely better, in dollars and cents, than to skim the surface of many.

Another point about this announcement. The advertiser says, "All my wagons are sold under a guarantee." Almost everything is now sold under some sort of a guarantee, but most of them don't mean anything. Therefore the mere statement that a thing is guaranteed is of little or no consequence without explicit information as to the terms of the guarantee—what it really means when shorn of the ponderous words and impressive but practically meaningless phrases often employed.

Whose guarantee is it—the maker's or the dealer's, or both?

Does it apply to the entire stock or only to only one wagon advertised?

If the space is limited it may be inadvisable to attempt the printing in full of a guarantee in connection with the description of the wagon, in which case it would be well to say, "Let me tell you of the guarantee on this wagon."

But if the guarantee covers several wagons, or perhaps if it applies only to one, it is well to print at least its essence and tell to what wagon or wagons it applies, even

if the entire space is required. This, of course, only in the event that the guarantee is worth while.

Retail ads need more "ginger," more of the personal tone, more of definiteness and invitation, and retail advertisers may well take a leaf from the general advertisers' or, more particularly, the mail-order advertisers' book.

"I wish I could show you this wagon," is an invitation which at the same time implies enthusiasm on the part of the seller. It also has the strong personal tone. "As I said to —" (using the name of a prominent man and following with a talk about a wagon) is another good way to start an ad in a small community. And there are countless other phrases of a respectfully intimate sort, such as "I bought this wagon for you," etc., which may be used by the average dealer with marked advantage.

But the important thing is to concentrate the reader's attention on some one thing, if possible, and impress that one thing on his memory. That will get action—prompt action—where generalizing will be almost if not quite without effect.

JACARTHUR.

According to official figures published in connection with bankruptcy proceedings brought in behalf of the Battle Creek Breakfast Food Co., the company spent \$1,000,000 in advertising Egg-O-Sec. One explanation of the failure of the company is that it started in to exploit the product at a time when the market was surfeited with breakfast foods.

Business Going Out

Renewals for the Union Pacific are being made with newspapers by Lord & Thomas, Chicago, as the old contracts expire. The business will aggregate 10,000 lines.

One hundred and twenty inches, to be used in 5 insertions, is being placed with Pennsylvania newspapers by N. W. Ayer & Son, Philadelphia, to advertise Penn Scrap Tobacco.

Andrews & Coupe, New York, are requesting rates from newspapers on some financial advertising.

One hundred and eighty-nine lines, 17 insertions, is being sent to newspapers in the South by Nelson Chesman & Co., St. Louis, to advertise the whiskey of Dreyfuss, Weil & Co.

C. T. Penny, Augusta, Me., is using 45 lines, 4 insertions, in newspapers, for advertising a mail order proposition for Dr. Klinsman.

The Cooper Medicine Co., Chicago, will use 1,000 inches in 15 months, in newspapers through the Blaine-Thompson Company, Cincinnati.

Six hundred and twenty-four inches, to be used within a year, have been sent to Southern papers by the L'Arcy Advertising Company, St. Louis, on account of George A. Dickel.

The Shumway Agency, Boston, has secured the account of the W. A. Wilde Company for another year and orders are being sent to daily and religious papers.

"Kintho Cream" (O. H. White, Buffalo) is being advertised in newspapers by the Volkman Agency, New York; copy measuring 42 lines, to run 52 times.

Rates are being asked for from a small list of Pennsylvania newspapers by the Valley Drug Co., of Wilkes-Barre.

Southern newspapers are receiving 1,000 line contracts for the advertising of the Guggenheimer Manufacturing Co., Rochester, N. Y., from Lyddon & Hanford of that city.

The Boston office of the J. Walter Thompson Company is using space in agricultural papers for the advertising of the Boston Molasses Company.

The Bible Study Publishing Co., Boston, has elected F. P. Shumway, of the Shumway Agency, president of the company, and its advertising will be more aggressive than heretofore, especially in religious papers.

Orders are being placed with New York City dailies by the Blackman Company, New York, for Chester Billings & Son, jewelers of that city.

The German American Advertising Agency, Philadelphia, is asking for rates on 10 inches, 14 times, to be placed in Southern and Western newspapers. This agency is also preparing a large schedule for a prominent bond house, the advertising to be placed with daily papers of large circulation throughout the country; weekly papers will also be used.

Five thousand line contracts are being made with newspapers by The MacManus-Kelly Co., Toledo, for the Hannis Chemical Co., of Cleveland. Thirty and 84-inch copy is also being placed by this agency to advertise the Waverley Co., Indianapolis, successors to the Electric Car made by the Waverley Pope Motor Car Company, of that city.

Voorhees & Co., New York, have made a contract with the Easton Trust Company, Easton, Pa., to place its advertising in a list of thirty Pennsylvania and New Jersey newspapers.

Invitations have been issued by the Phelps Publishing Co., of Springfield, Mass., for the opening exercises at the dedication of their new building.

The J. H. P. Cigar, a product of J. H. Pierce & Co., 272 State St., Boston, is being advertised in a few New England towns through H. E. Ayres & Co.

CAN'T TELL THE DIFFERENCE.

It is difficult nowadays to tell whether an advertisement is a call to commerce or a historical novel, for publicity and fiction have come to look alike and to be written by the same protean pens. The ads of the Demon Rum in the magazines and papers are illuminated by the portraits of presidents, kings and historical personages, and accompanied by modest expressions of opinion on the merits of the particular tiple advertised. Recently we read a pathetic story of the Empress Eugenie escaping from France and stopping her carriage on the edge of a river to get enough water to wash her teeth—she had already washed her hands and handkerchief—and while her faithful retainers watched for the approach of the blood-thirsty pursuing republicans the distinguished lady pulled out a box of Dr. Bunko's tooth powder and proceeded to wash the imperial teeth. Goods cannot fail to sell which are thus given to the public by historical novelists.—*Boston Traveler.*

Boston Notes

Wood, Putnam & Wood are extending the list of the Waitt & Bond Cigar advertising. Wherever possible they contract for front page position daily or every other day for one year. This agency is also putting out some additional copy to general mediums for the advertising of the Frank E. Davis Fish Co., Gloucester, Mass.

The Carter Underwear Co. is using full page copy in the Butterick Trio for December. That is the only advertising to be placed that month, but it is expected that other publications will be added after the first of the year. This account is placed by the F. P. Shumway Co.

The advertising of the Democratic candidates has been placed by the P. F. O'Keefe Agency. Massachusetts papers were used in large space.

M. Steinert & Sons are asking for rates from New England dailies.

The list of publications to be employed in the advertising of the Chickering Piano Co. is being made up. The contracts will go out later from the Nolley Advertising Agency, Baltimore.

Some display advertising for Lung Kuo is being placed by the C. Brewer Smith Agency. Contracts are going to papers that already have orders for reading notices. The display advertising is for 3 inches twice a week for five months.

Dr. W. R. Brown, 180 Tremont St., is doing some advertising through Wood, Putnam & Wood for a cure of the drink habit. The advertising runs twice a week for a year.

New England dailies and weeklies are receiving propositions direct from the Philo Hay Specialties Co., Newark, N. J., covering three years' advertising.

Daily newspapers are being used by the Dwinell-Wright Co. for the advertising of Whitehouse Coffees and Teas. This advertising is placed by A. T. Bond, 16 Central St. The magazine list will be made up after the directors' meeting in January.

Curtis & Cameron, publishers of Copley Prints, are using a large list of high-grade magazines in December through the Cowen Agency, John Hancock Building.

Renewal orders on the advertising of the E. Howard Watch Co., Waltham, are going to magazines through the Arnold & Dyer Agency, Philadelphia. The contracts call for magazine pages twelve times.

MANUFACTURERS TURNING TO THE NEWSPAPERS.

THE NEW YORK SUBURBAN LIST.
NEW YORK, Oct. 28, 1908.

Editor of PRINTERS' INK:

I assume that you in looking over the daily newspapers of the United States have been much impressed by the shifting of a number of well-known advertisers from the magazines to the newspapers. I was discussing this subject the other day with a very well known New York special representative and we both took out our lead pencils and in a few minutes from memory alone wrote down the names of the following advertisers who are now using all or most of their appropriations in the newspapers instead of as formerly in the magazines.

Gillette Razor
Van Camp Packing Co.
Weber Piano Co.
Van Zandt, Jacobs & Co.
Victor Talking Machine Co.
National Phonograph Co.
Yawman, Erbe Co.
Ostermoor Mattress
Nemo Corset.
Fels Naphtha Soap
Proctor & Gamble Soap
Ivory soap
American Radiator Co.
Washburn-Crosby Flour
Campbell's Soups
President Suspenders
R. & G. Corsets
Royal Worcester Corset
Thomas Automobiles.

This shifting to the newspapers seems to have been going on for the past year or more and apparently is gathering momentum each month.

Not long ago I was discussing the subject of the comparative usefulness of magazine and newspaper advertising with one of the best known advertising agents in this country. This gentleman made the remark "When we wish to secure general publicity for an advertiser we use the magazines and when we wish to sell goods for him we use the newspapers."

Does this remark not open up a line of thought very useful to advertisers?

What do you think about it?

F. JAMES GIBSON,
Manager Foreign Advertising.

Mr. Gibson's pencil was working overtime when he listed all the above advertisers as having "shifted from magazines to newspapers." It seems to us that we have seen the names of most of them in the current magazines as well as in the dailies. That is a fine thing—to work both mediums together so that one supplements the other and out of the combination success is evolved. Mr. Gibson touches one of the raw spots in advertising with all the glee of a small boy pulling his little sister's hair.

ENGLISHMEN FAVOR OUR LABOR SAVING DEVICES.

A. W. Shaw, publisher of *System*, who has just returned from London, where he spent several weeks in furthering the interests of the English edition of that publication, declares that Englishmen appreciate the strides the American manufacturers are making in the production of labor saving systems and devices and are beginning to buy them quite extensively. When asked if Englishmen were not prejudiced in favor of his own manufacturers, Mr. Shaw said:

"I think not. The Englishman is a keen judge of value. He is neither a small man nor a narrow man, and is quick to appreciate superior goods and quick to buy them, no matter where they are made.

"There are two ways for the American manufacturers to cultivate the field in England. One way is to advertise in the magazines over there, and reach the dealers or the consumers direct. Under the new postal ruling that reduces the cost of using the mails between England and America, the field has been extended for this method of selling.

"The other way is to establish an American branch in England. Such a branch, however, must be handled by Englishmen, and on a scale customary abroad. He cannot put in a force of high salaried people and compete profitably with the British. The Englishman is capable of being trained to handle American goods, but he must deal with fellow Englishmen and he must adapt himself accordingly in ways that an American cannot do,

"The average American who establishes himself in London, for instance, starts out with American methods. He spends twenty years or more to work up a business in this country and attempts to continue in England where he left off in America. It cannot be done.

"To my mind, England offers a fine market for those American goods that cannot be made in England of such good quality, or at an equal or lower price. For goods that we can make better over here,

there is a good opening. There is a specially good field for goods that are used in business offices. The market is larger."

NEWSPAPER ADVERTISING FOR MAGAZINES.

Frederick L. Colver, advertising director of *Success Magazine*, in a recent address, said:

"I believe in newspaper advertising. In 1901, 1902 and 1903, when I was controlling owner of Frank Leslie's Publishing House, I spent \$70,000 in one year, \$56,000 the next year, and \$35,000 the following year in advertising *Frank Leslie's Popular Magazine*. A great deal of that money was spent in daily newspapers. We were satisfied to get back 1,000 increased circulation for every \$1,000 spent. We obtained 72,000 increased circulation for the \$70,000 expenditure, and I considered it good advertising. The most valuable advertising medium for magazines, when increased newsstand sales are desired, is the daily newspaper."

The William H. Hoskins Co., stationers, Philadelphia, recently published four double-column advertisements in which advantage was taken of the political campaign to frame up announcements that would attract special attention because of their timeliness. The catch lines of the ads were these: "Hoskins in the Field," "Hoskins in the Lead," "Hoskins Confident of Results," "Hoskins Elected." The first appeared a week before the election, the second on Saturday, Oct. 31, the third election morning and the fourth the day after the election. Each of the ads, which were general in character, was given a campaign flavor.

For this reason the announcements attracted considerable attention to the store, and are said to have materially increased the firm's business.

Barcelona, Spain, has offered a prize of \$1,000 for the best poster designed to advertise the city as a winter resort.



Always First Selected

The publications which advertisers know most about are naturally among the first to be selected when their field and territory is being considered for an advertising campaign.

The advertiser logically assumes that any newspaper which has merit enough to acquire a creditable circulation and valuable prestige will not miss any good opportunity through its representatives or any other good medium to remind him of that fact.

Publishers who advertise regularly in PRINTERS' INK employ the brightest, most influential and most economical solicitor to be had.

If you want to make sure that your publication will be among those first selected by advertisers, make them acquainted with you by advertising in PRINTERS' INK.

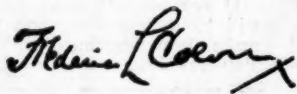
PRINTERS' INK PUBLISHING COMPANY
10 SPRUCE STREET ❖ ❖ ❖ NEW YORK

Success Magazine

A Periodical of American Life

New York

When you buy advertising space in "SUCCESS MAGAZINE" you buy a *certainty*; a circulation *exceeding* **300,000** of known quality, exact distribution, and an influence in the homes of its readers equalled by no other periodical—daily, weekly or monthly.



CHICAGO OFFICE
Marquette Building
DAVID D. LEE, *Manager*

Advertising Director
Success Magazine Building
29-31 East Twenty-Second Street
NEW YORK